10

#### I. THE PARTIES

- Plaintiff United States Golf Association, Inc. ("USGA") is a Delaware corporation 1. having its principal place of business at Golf House, 77 Liberty Corner Road, Far Hills, New Jersey 07931.
- 2. Defendants John and Jane Does and XYZ Entities (hereinafter collectively referred to as "Defendants"), whose precise identities are not known to Plaintiff, are reasonably expected to be doing business in the Southern District of California including, among other locations, San Diego County.

#### II. **JURISDICTION AND VENUE**

- This is an action for false designation of origin, trademark infringement and 3. trafficking in goods bearing counterfeit marks under the federal Trademark Act, 15 U.S.C. §§1051, 1114(1), 1125(a).
- 4. This Court has federal question jurisdiction under 15 U.S.C. §1121(a) and 28 U.S.C. §1338(a) because this case arises under the Trademark laws of the United States.
- 5. Venue is proper under 28 U.S.C. §1391. The claims asserted herein arise in this District.

#### III. STATEMENT OF THE CLAIMS

- 6. Since its formation in 1894, and as the governing body of golf, the USGA has dedicated itself to the task of preserving and improving the game of golf in the United States. In this regard, the USGA fosters golf competitions.
- 7. The USGA created, and since 1895 has conducted annually, the United States Open Championship at various golf courses throughout the United States. Since the turn of the century, the USGA continuously has referred to this national championship as the "United States Open Championship."
- The marks "UNITED STATES OPEN CHAMPIONSHIP," "The OPEN," "The U.S. 8. OPEN," "UNITED STATES OPEN," and the "U.S. OPEN CHAMPIONSHIP" have been advertised continuously in interstate commerce since 1927, and have become well and favorably known as emanating from a single source, *i.e.*, the USGA.

. 10 11

12

13

14

15

BUTZ DUNN DESANTIS
A PROFESSIONAL CORPORATION
101 WEST BROADWAY, SUITE 1700
SAN DIEGO, CALIFORNA 92101
(619) 233-4777

16

17 18

19

20

21

22 23

24

25 26 1//

111

27

28

- 9. The USGA owns the federal service mark registrations for "UNITED STATES OPEN CHAMPIONSHIP;" "U.S. OPEN;" "U.S. OPEN CHAMPIONSHIP;" "UNITED STATES OPEN:" and "OPEN," for entertainment and educational services, namely conducting golf Registration Nos. 1,151,942, 1,151,943, 1,151,944, 1,151,946, and 1,832,941, tournaments. respectively. All of these marks have achieved incontestable status under the Trademark Act, 15 U.S.C. §1065. The USGA also owns the federal trademark registration for "U.S. OPEN" for clothing, hats, bags, and other merchandise. Registration No. 1,968,466. Copies of the foregoing registrations are collectively attached hereto as Exhibit "A" and are referred collectively herein as "USGA Marks."
- Over the years, the USGA has conducted its United States Open Championship 10. (hereinafter "OPEN") at different golf courses throughout the United States. For example, the USGA has conducted the OPEN at Oakmont Country Club (Oakmont, Pennsylvania), the Pebble Beach Golf Links (Pebble Beach, California), the Olympic Club (San Francisco, California), Winged Foot Golf Club (Mamoroneh, New York), Baltusrol (Springfield, New Jersey), Merion Golf Club (Ardmore, Pennsylvania), and the No. 2 Course at Pinehurst Resort (Village of Pinehurst, North Carolina).
- From June 12 through 15, 2008 (with practice rounds beginning on June 9th), the 11. USGA will be conducting the 2008 OPEN at the famous Torrey Pines South golf course ("Torrey Pines").1
- Torrey Pines hosts the Buick Invitational every year, is a municipal course owned 12. and operated by the City of San Diego, and is consistently ranked among the top municipal golf courses in the United States.
- The USGA has advertised and promoted the USGA Marks in interstate commerce 13. in connection with the 2008 OPEN at Torrey Pines.

If there is a tie for the lead after 72 holes of play, then an 18-hole playoff will be held on Monday, June 16, 008 at Torrey Pines.

6

3

9

BUTZ DUNN DESANTIS
A PROFESSIONAL CORPORATION
101 WEST BROADWAY, SUITE 1700
SAN DIEGO, CALIFORNIA 92101
(619) 233-4777

27

- The Torrey Pines golf course was designed and created in 1957 by noted golf 14. architect William P. Bell and several years ago it was renovated by Rees Jones, another noted golf architect.
- Each year the USGA and the host golf course develop a new logo for that year's 15. OPEN. Attached as Exhibit "B" is the Spring 2008 USGA catalog which highlights samples of the official U.S. Open merchandise and also, the 2008 U.S. Open logo which is owned by the USGA.
- 16. Hundreds of unsolicited articles have appeared in golf magazines, golf books, and other general interest magazines and books over the years, highlighting Torrey Pines. As a result of its own continuous publicity and promotion, and the well-deserved and continuous unsolicited publicity. Torrey Pines golf course has attracted ever-increasing recognition and visitors from throughout the United States.
- For the past several years (and including the 2008 OPEN), the USGA and the host 17. golf course have sold various items of clothing and other merchandise and memorabilia bearing the USGA Marks and the marks and/or names belonging to the host golf course, which for 2008 is Torrey Pines (hereinafter "Open Merchandise"). The Open Merchandise in most, if not all, instances refers to the OPEN, the current year of the OPEN, and the location of the OPEN, such as this year's location at Torrey Pines. In other instances, there is merely a reference to the host site and the year of the OPEN which together identifies for consumers that the goods are memorabilia associated with the USGA's OPEN. See Exhibit "B".
- The Open Merchandise is of the highest quality and grade and includes, but is not 18. limited to, visors, hats, T-shirts, golf shirts, bags and other related golf merchandise. These genuine goods are currently being sold on the premises of Torrey Pines and through USGA catalog and internet sales. Other than the sales made by Plaintiff onsite at Torrey Pines, there is no authorized sale of Open Merchandise within 100 miles of Torrey Pines.<sup>2</sup>
- At no time has the USGA authorized Defendants to manufacture, distribute, or sell 19. Open Merchandise.

<sup>&</sup>lt;sup>2</sup> Official Open Merchandise may also be bought via the USGA's catalog and website.

9

6

15

21

26

- 20. Over the years, third parties have sold counterfeit Open Merchandise during the week of the OPEN, and on that basis Plaintiff alleges that Defendants, alone or in conjunction with others, are selling imitation, fake and counterfeit visors, hats, T-shirts, knit golf shirts, and other merchandise and memorabilia which refer to the OPEN in various ways including use of or reference to the USGA Marks and the Torrey Pines name, or marks similar to those Marks (hereinafter "Counterfeit Merchandise").
- The Counterfeit Merchandise often is of inferior quality to the USGA's genuine 21. Open Merchandise.
- 22. Defendants' use of marks that are identical or confusingly similar to the USGA Marks serve as a triggering mechanism for the sale of Defendants' Counterfeit Merchandise and will cause confusion, deception, or mistake because consumers are likely to assume that the USGA has manufactured, sponsored, authorized, or approved the Counterfeit Merchandise.
- 23. Defendants' sale of Counterfeit Merchandise will injure the reputation of the USGA for the manufacture and/or sale of the highest quality merchandise and memorabilia.
- 24. The USGA has encountered sellers of counterfeit merchandise at prior OPEN Championships and events and, based on those prior experiences and on information and belief Plaintiff alleges that if Defendants are notified that Plaintiff has filed this lawsuit and filed an application for a temporary restraining and seizure order, Defendants will cause the Counterfeit Merchandise to be dispersed, and thereafter sold at other locations near the premises of Torrey Pines or elsewhere with the result being that Plaintiff will be unable to obtain an effective remedy for Defendants' wrongful conduct.

#### COUNT I

#### FALSE DESIGNATION OF ORIGIN AND TRADEMARK INFRINGEMENT

- 25. Plaintiff incorporates by reference and hereby re-alleges, as if fully set forth herein, paragraphs 1 through 24 of this Complaint.
- 26. The USGA Marks have become well and favorably known throughout the United States, including California, as indicators of goods emanating from or authorized by a single source, i.e., the USGA.

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

- It is a common practice for owners of well-known sporting events, such as the 27. OPEN, to sell and license others to sell clothing and other memorabilia in connection with those events.
- Defendants' use of marks that are identical or similar to the USGA Marks 28. constitutes a false designation of origin and trademark infringement in violation of §43(a) of the Lanham Act, 15 U.S.C. §1125(a).
- 29. The threat of the loss of Plaintiff's right to control the use of its marks and its reputation is real and substantial. This loss will be enhanced by any inferior quality of Defendants' Counterfeit Merchandise.
- Defendants' acts described herein infringe the USGA Marks, and irreparably injure 30. the business, reputation, and good will of USGA.

#### **COUNT II**

#### TRAFFICKING IN GOODS BEARING COUNTERFEIT MARKS

- Plaintiff incorporates by reference and hereby re-alleges, as if fully set forth herein, 31. paragraphs 1 through 30 of this Complaint.
- Defendants' use of the USGA Marks on Counterfeit Merchandise constitutes the 32. knowing use of counterfeit marks in violation of §32(1) of the Trademark Act, 15 U.S.C. §1114(1). Unless enjoined, Defendants will continue to traffic these goods thereby causing irreparable harm to Plaintiff.

20

111

111

111

111

111

111

///

111

111

21

22

23

24

25

26

27

28

#### 

## 

### 

## 

## 

## 

### 

## 

## 

#### . .

### 

### 

## 

# 

#### 

## 

# 

# 

### 

#### PRAYER FOR RELIEF

#### WHEREFORE, Plaintiff prays:

- 1. That this Court grant a temporary restraining order and a preliminary and permanent injunction enjoining Defendants and each of its, his, her or their partners, associates, agents, servants, and employees, and all others acting in concert therewith or having knowledge thereof, from manufacturing, distributing or selling OPEN Merchandise or memorabilia bearing any other mark, word, term, name, symbol or device similar to the USGA Marks in a manner which is likely to cause confusion, mistake, or deception.
- 2. That this Court order that all golf and other merchandise and memorabilia found in the possession, custody or control of Defendants bearing or referring to the USGA Marks or other confusingly similar marks, such items being located within San Diego County or within 25 miles of Torrey Pines or any other location identified by Plaintiff's attorneys of record within the Southern District of California, be seized by the United States Marshal for the Southern District of California or his deputies, or any other federal, state or local law enforcement agency or by any person empowered by this Court until a hearing can be held before this Court to determine the disposition of any goods so seized.
- 3. That this Court order that all golf and other merchandise and memorabilia in the possession, custody or control of Defendants referring to the USGA Marks, or other confusingly similar marks, and any goods seized pursuant to this Court's order shall be delivered to the USGA for destruction or such other use as determined by Plaintiff.
- 4. That Defendants be required to account to the USGA for any and all profits which Defendants have derived from the sale of golf and other merchandise and memorabilia in the possession, custody, or control of Defendants bearing or referring to the USGA Marks or confusingly similar marks for all damages which the USGA has sustained by reason of the acts complained of herein.
- 5. That Defendants be required to pay treble the amount of any profits derived from the sale of the Counterfeit Merchandise.
  - 6. That this Court award Plaintiff the cost of this action and reasonable attorneys' fees.

BUTZ DUNN DESANTIS
A PROFESSIONAL CORPORATION
101 WEST BROADWAY, SUITE 1700
SAN DIEGO, CALIFORNIA 92101
(619) 233-4777

7. That this Court grant such other and further relief as it should deem just.

Dated: u/2/08

Respectfully submitted,

BUTZ DUNN & DeSANTIS, APC

DOUGLAS M. BUTZ, ESQ.
JOCELYN D. HANNAH, ESQ.
DAVID D. CARDONE, ESQ.
BUTZ, DUNN & DeSANTIS, APC.
101 West Broadway, Ste. 1700
San Diego, CA 92101
Telephone: (619) 233-4777
Facsimile: (619) 231-0341
Email: dmbutz@butzdunn.com
jhannah@butzdunn.com
dcardone@butzdunn.com

and

THORP REED & ARMSTRONG, LLP BARRY L. COHEN, ESQ.
JERRI A. RYAN, ESQ.
2005 Market Street
One Commerce Square, Suite 1910
Philadelphia, PA 19103
Tel: (215) 640-8500
Fax: (215) 650-8501
Email: bcohen@thorpreed.com
jryan@thorpreed.com

Attorneys for Plaintiff, United States Golf Association, Inc

BUTZ DUNN DESANTIS
A PHOFESSIONAL CORPORATION
101 WEST BROADWAY, SUITE 1700
SAN DIEGO, CALIFORNIA 92101
(619) 233-4777

 **VERIFICATION** 

I am the Deputy Executive Director of the United States Golf Association, Plaintiff in this action. The allegations in the foregoing complaint that relate or refer to the United States Golf Association are true of my own knowledge and, as to those allegations that relate or refer to Defendants' activities and that are alleged on information and belief, I believe them to be true.

I declare under penalty of perjury that the foregoing is true and correct.

This the  $30^{+/4}$  day of May, 2008.

Michael Butz

Deputy Executive Difector

United States Golf Association, Inc.

Prior U.S. Cl.: 107

Reg. No. 1,151,942

United States Patent and Trademark Office

Registered Apr. 21, 1981

#### SERVICE MARK Principal Register

### UNITED STATES OPEN CHAMPIONSHIP

United States Golf Association (Delaware corporation)
Golf House
Far Hills, N.J. 07931

For: EDUCATIONAL AND ENTERTAINMENT SERVICES—NAMELY, CONDUCTING A GOLF TOURNAMENT, in CLASS 41 (U.S. Cl. 107).

First use 1895; in commerce 1895.

Ser. No. 201,647, filed Jan. 29, 1979.

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,151,943 Registered Apr. 21, 1981

SERVICE MARK Principal Register

#### U.S. OPEN

United States Golf Association (Delaware corporation)
Golf House
Far Hills, N.J. 07931

For: EDUCATIONAL AND ENTERTAINMENT SERVICES—NAMELY, CONDUCTING A GOLF TOURNAMENT, in CLASS 41 (U.S. Cl. 107)

First use 1927; in commerce 1927.

Ser. No. 201,649, filed Jan. 29, 1979.

Prior U.S. Cl.: 107

Reg. No. 1,151,944

#### United States Patent and Trademark Office

Registered Apr. 21, 1981

#### SERVICE MARK Principal Register

### U.S. OPEN CHAMPIONSHIP

United States Golf Association (Delaware corporation)
Golf House
Far Hills, N.J. 07931

For: EDUCATIONAL AND ENTERTAINMENT SERVICES—NAMELY, CONDUCTING A GOLF TOURNAMENT, in CLASS 41 (U.S. Cl. 107).

First use 1927; in commerce 1927.

Ser. No. 201,650, filed Jan. 29, 1979.

Prior U.S. Cl.: 107

Reg. No. 1,151,946

**United States Patent and Trademark Office** 

Registered Apr. 21, 1981

#### SERVICE MARK Principal Register

#### **UNITED STATES OPEN**

United States Golf Association (Delaware corporation)
Golf House
Far Hills, N.J. 07931

For: EDUCATIONAL AND ENTERTAINMENT SERVICES—NAMELY, CONDUCTING A GOLF TOURNAMENT, in CLASS 41 (U.S. Cl. 107).

First use 1927; in commerce 1927.

Ser. No. 201,652, filed Jan. 29, 1979.

Prior U.S. Cl.: 107

Reg. No. 1,832,941

### United States Patent and Trademark Office Registered Apr. 26, 1994

#### SERVICE MARK PRINCIPAL REGISTER

#### **OPEN**

UNITED STATES GOLF ASSOCIATION (DELAWARE CORPORATION), AKA USGA GOLF HOUSE P.O. BOX 708 FAR HILLS, NJ 079310708

FOR: EDUCATIONAL AND ENTERTAINMENT SERVICES; NAMELY, CONDUCTING A GOLF TOURNAMENT, IN CLASS 41 (U.S. CL. 107).

FIRST USE 1-0-1927; IN COMMERCE 1-0-1927.

OWNER OF U.S. REG. NOS. 1,151,942, 1,254,146 AND OTHERS.

SEC. 2(F).

SER. NO. 74-348,397, FILED 1-14-1993.

HOPE SLONIM, EXAMINING ATTORNEY

Filed 06/05/2008

Int. Cls.: 6, 9, 14, 16, 18, 21, 24, 25 and 28

Prior U.S. Cls.: 1, 2, 3, 5, 12, 13, 14, 21, 22, 23, 25, 26, 27, 28, 29, 30, 33, 36, 37, 38, 39, 40, 41, 42 and

**United States Patent and Trademark Office** 

Reg. No. 1,968,466 Registered Apr. 16, 1996

#### TRADEMARK PRINCIPAL REGISTER

#### U.S. OPEN

STATES UNITED -GOLF ASSOCIATION (DELAWARE CORPORATION), AKA USGA **GOLF HOUSE** P.O. BOX 708 FAR HILLS, NJ 079310708

FOR: METAL MONEY CLIPS AND METAL KEY RINGS, IN CLASS 6 (U.S. CLS. 2, 12, 13, 14, 23, 25 AND 50).

FIRST USE 10-1-1988; IN COMMERCE 10-1-1988.

FOR: PRERECORDED VIDEOTAPES FEA-TURING GOLF, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38)

10-1-1984; IN COMMERCE FIRST USE 10-1-1984.

FOR: WATCHES AND MEDALLIONS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

USE FIRST 10-1-1989; IN COMMERCE 10-1-1989.

FOR: COLOR PRINTS; LITHOGRAPHIC PRINTS; COURSE GUIDES, NAMELY BOOK-LETS FEATURING THE INFORMATION RE-GARDING THE GOLF COURSE; POSTERS; PLAYING CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 10-1-1988; IN COMMERCE 10-1-1988.

FOR: DRAWSTRING POUCH FOR VALUA-BLES; SHOE BAG FOR TRAVEL; ALL PUR-POSE SPORTS BAG; UMBRELLAS; ATTACHE BRIEFCASE, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

**FIRST** USE 10-1-1988; IN COMMERCE 10-1-1988.

FOR: BEVERAGE GLASSWARE AND MUGS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 10-1-1988; IN COMMERCE 10-1-1988.

FOR: TOWELS AND CLOTH FLAGS, IN CLASS 24 (U.S. CLS, 42 AND 50).

USE 10-1-1988; IN FIRST COMMERCE 10-1-1988.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY SWEATSHIRTS, SHIRTS, CAPS, SWEATERS, VESTS, GOLF SHIRTS, MITTENS, BOXER SHORTS, WIND-SHIRTS, JACKETS, HATS, BABY ROMPERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

USE 6-1-1982; IN FIRST COMMERCE 6-1-1982.

FOR: GOLF BALL MARKERS; GOLF ACCES-SORY, NAMELY DIVOT REPAIR TOOLS: GOLF CLUB HEAD COVERS AND GOLF BAG TAGS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND

FIRST USE 10-1-1988; IN COMMERCE 10-1-1988.

OWNER OF U.S. REG. NOS. 1,151,942, 1,880,927 AND OTHERS.

SER. NO. 74-674,221, FILED 5-15-1995.

WON TEAK OH, EXAMINING ATTORNEY

# United States Golf Association®

DISTINCTIVE APPAREL AND GIFTS FOR PEOPLE WHO LOVE GOLF





Solid Classic Polos — Sec page 3



Sign-up on the Web to Receive E-mail Specials

Output

Description:

Des

www.usgacatalog.com

800-755-0293

Exhibit B



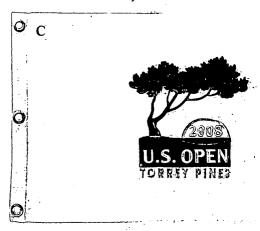
2008 U.S. Open®

Torrey Pines Golf Course San Diego, CA June 12 – 15 www.usopen.com



#### B. 2008 U.S. Open Ball Marker Cap

Never fumble in your pocket for a coin again. This ingenious cap's adjustable strap has a magnetic buckle to securely hold a U.S. Open ball marker, which is included. 100% cotton twill. *Ahead; imported.* One size fits most. *Colors: Khaki, Navy, Red* #108609 \$30; *Members* \$27



#### C. 2008 U.S. Open Embroidered Flag

Celebrate the debut of Torrey Pines hosting its first U.S. Open. Our vibrantly embroidered collector's flag is made of durable nylon with three metal grommets. U.S. Open Golf Collection; imported. 22½"w x 13½"h. #108744 \$34; Members \$30

Exhibit B



#### LIMITED-EDITION

#### A. 2008 U.S. Open Limited-Edition Print

Renowned for her oil-on-canvas renditions and exquisite attention to detail, celebrated American golf landscape artist Linda Hartough masterfully depicts this breathtaking par-3 hole with dramatic canyons, the Pacific Ocean and the city of La Jolla in the distance. This panoramic sunset view from the elevated third tee marks Ms. Hartough's 19th commemorative painting for the U.S. Open series. Offered in a limited edition of 850 prints, each is signed and numbered by the artist. *Linda Hartough*; *USA*. Framed size 36"w x 27"h; unframed size 30"w x 20"h.

Framed Print: #108801 \$525; *Members \$485* Print Only: #108802 \$235

#### Dear USGA Member:

As the golf season approaches, anticipation is building for this summer's U.S. Open and another great year of championships conducted by the United States Golf Association.

In June, the U.S. Open will be conducted for the first time at Torrey Pines Golf Course in San Diego, California. The Pacific coastline provides a dramatic setting for the world's greatest players to test their skills. Recently updated by renowned golf course architect Rees Jones, the Torrey Pines South Course is a 7,643-yard challenge, sure to bring out the great golf we expect at every U.S. Open.

U.S. Open golf apparel, accessories and gifts commemorating Torrey Pines are featured in this spring's USGA Catalog. You'll also find an expanded selection of items dedicated to the 2009 (Bethpage Black) and 2010 (Pebble Beach) U.S. Open Championships.

Finally, in my first year as President of the USGA, allow me to express how proud I am to lead the dedicated Members of the Association. We would not be where we are without our Members and their commitment to the traditions and values we all hold dear.

Best regards,

Den dim

Jim Vernon

USGA President

The USGA Catalog is published by Zouire, LLC, a for-profit company, pursuant to a license arrangement with the United States Golf Association.

Case 3:08-cv-00981-JM-JMA Document 1

# Great Polos, Great Colors, Great Price!

Choose your favorite color and logo

\$39<sup>50</sup>
Members Price











#### D. 2008, 2009 and 2010 U.S. Open/Members Classic Polos

Endless possibilities with this classic golf essential. Available in a rainbow of colors, with your choice of four exciting logos. Comfortable 100% combed cotton piqué. Cutter & Buck; imported. Sizes S-3XL. Colors: Yellow, Royal Blue, White, Navy,

Light Green, Dark Green, Sea Blue, Cardinal Red

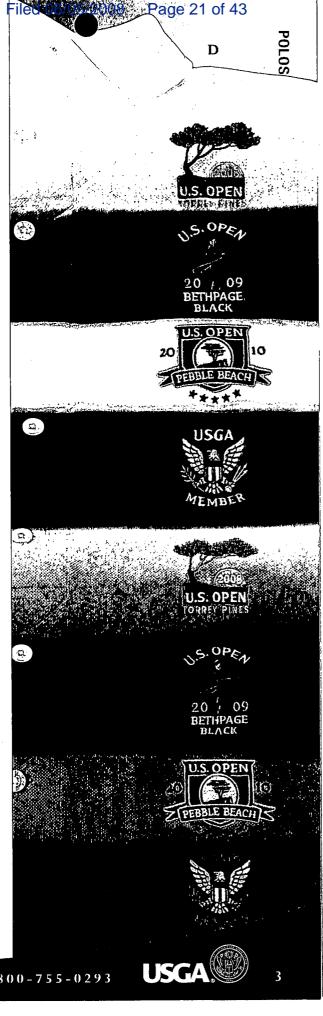
2008 U.S. Open Logo: #106228 \$45; Members \$39.50

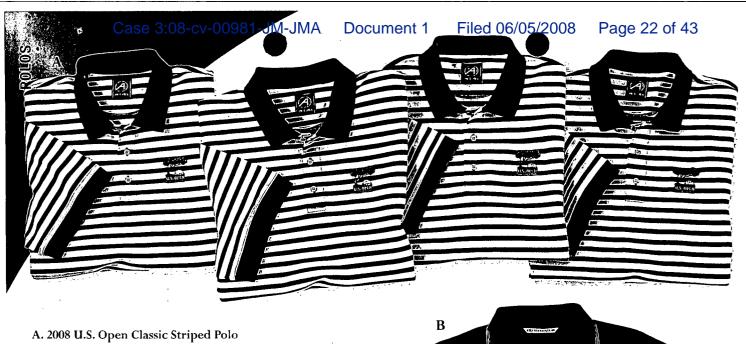
2009 U.S. Open Logo: #106227 \$45, Members \$39.50

2010 U.S. Open Logo: #106229 \$45; Members \$39.50

Members Logo: #103206 Members Only \$39.50

Exhibit B



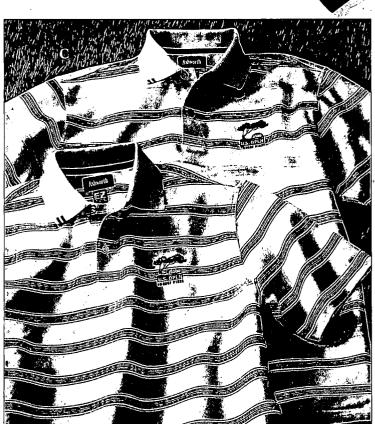


Bring color to your game with a look that's timeless. Striped pattern in a versatile array of colors. Soft and durable, easy-care 100% cotton. Ahead; imported. Sizes M-2XL. Colors: Red, Navy, Orange, Blue

#108203 \$59; Members \$55

B. 2008 U.S. Open Tipped<sub>1</sub>Polo
A staple for any golf wardrobe. This classic polo with triple-striped collar is enzyme washed for a supreme hand. 100% pima cotton jersey. Cutter & Buck; imported. Sizes M-2XL. Colors: Blue, White, Black

#109200 \$58; Members \$53





#### C. 2008 U.S. Open Striped Polo

Take sophisticated style onto the fairways and beyond. Features a unique striped pattern in 100% combed cotton.

Ashworth; imported. Sizes M-2XL. Colors: White, Ivory #109201 \$94; Members \$86

Exhibit B

Case 3:08-cv-00981-JM-JMA Performance That Delivers, Styles You'll Love D. 2008 U.S. Open/Members Performance Polos Give your game the best of both worlds: extraordinary style with a competitive edge—at an incredible value. CB DryTec® technology for powerful moisture-wicking and a sleek, soft hand. Durable double-faced collar. 60% cotton, 40% polyester. Cutter & Buck; imported. Sizes M-3XL. Colors: Green, White, Orange, Black, Yellow, Blue, Red 2008 U.S. Open Logo: #108207 \$54; Members \$49 Members Logo: #107226 Members Only \$49 E. 2008 U.S. Open Striped Polo Capture the essence of great golf apparel. Classic stripes with fresh colors that deliver a truly refined look in the comfort of 100% combed cotton. Ashworth; imported. Sizes M-2XL. Colors: Orange, Yellow, Light Green #109202 \$66; Members \$60  $\mathbf{E}$ 

Exhibit Baytime at usgacatalog.com or call 800-755-0293



## A-B. 2008 U.S. Open Striped and Jacquard Performance Polos

Upgrade your look with luxury that performs. PlayDry® fabric delivers superior moisture-wicking power in 100% microfiber polyester. *Greg Norman; imported.* Sizes M-2XL.

**A. Striped Polo:** Handsome stripes in an extraordinarily soft knit that will not snag, fade, pill or wrinkle. 50+ UV-protection. *Colors: Orange, White* 

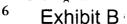
#109203 \$93; Members \$85

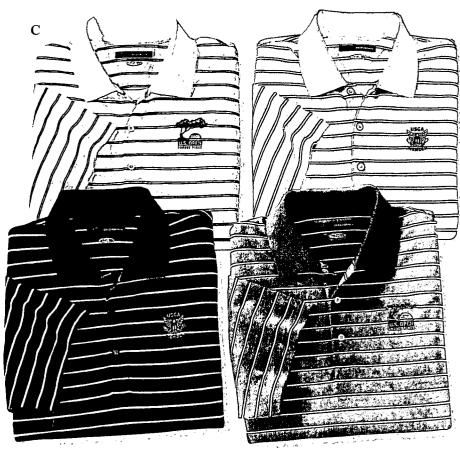
B. Jacquard Polo: Look sharp and sophisticated in this comfortable easy-care performance polo. Self-fabric collar. *Colors: Red, Navy, Orange* #109204 \$85; *Members* \$78

#### C. 2008 U.S. Open/Members Striped Performance Polos

Give your game style with competitive performance. Includes PlayDry® technology for intense moisture management and an easy-care fabric blend that holds shape and texture wash after wash. 60% cotton, 40% polyester. Greg Norman; imported. Sizes M-2XL. Colors: White, Light Green, Navy, Red. See back cover for additional logos and colors.

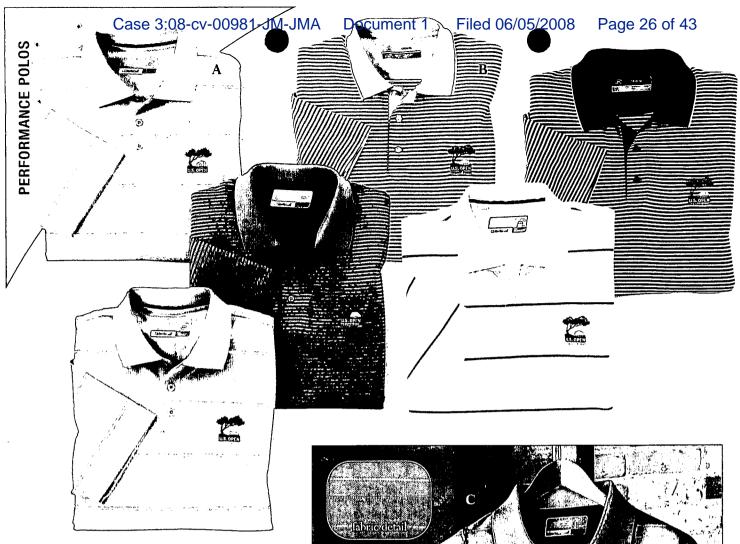
2008 U.S. Open Logo: #109205 \$86; Members \$79 Members Logo: #109207 Members Only \$79











#### A-B. 2008 U.S. Open Wide and Fine Striped Performance Polos

Choose your stripe and play away in these hardworking polos. Each features fresh colors in CB DryTec™ fabric that has a powerful moisture-wicking action and provides a sleek, soft hand. Cutter & Buck; imported. Sizes M-2XL.

A. Wide Striped Polo: Bold sophistication with a smart design. 97% polyester, 3% Spandex®. Colors: Light Green, Light Blue, White

#109212 \$92; Members \$84

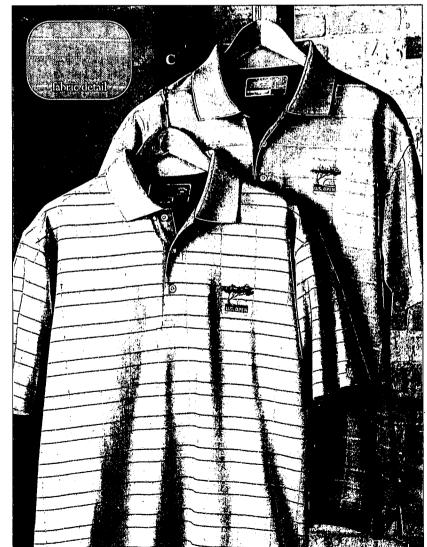
B. Fine Striped Polo: Breathe new life into a classic stripe. Solid collar nicely offsets stripe design. 60% pima cotton, 40% polyester. Colors: Light Green, Sea Blue, Navy #109242 \$86; Members \$79

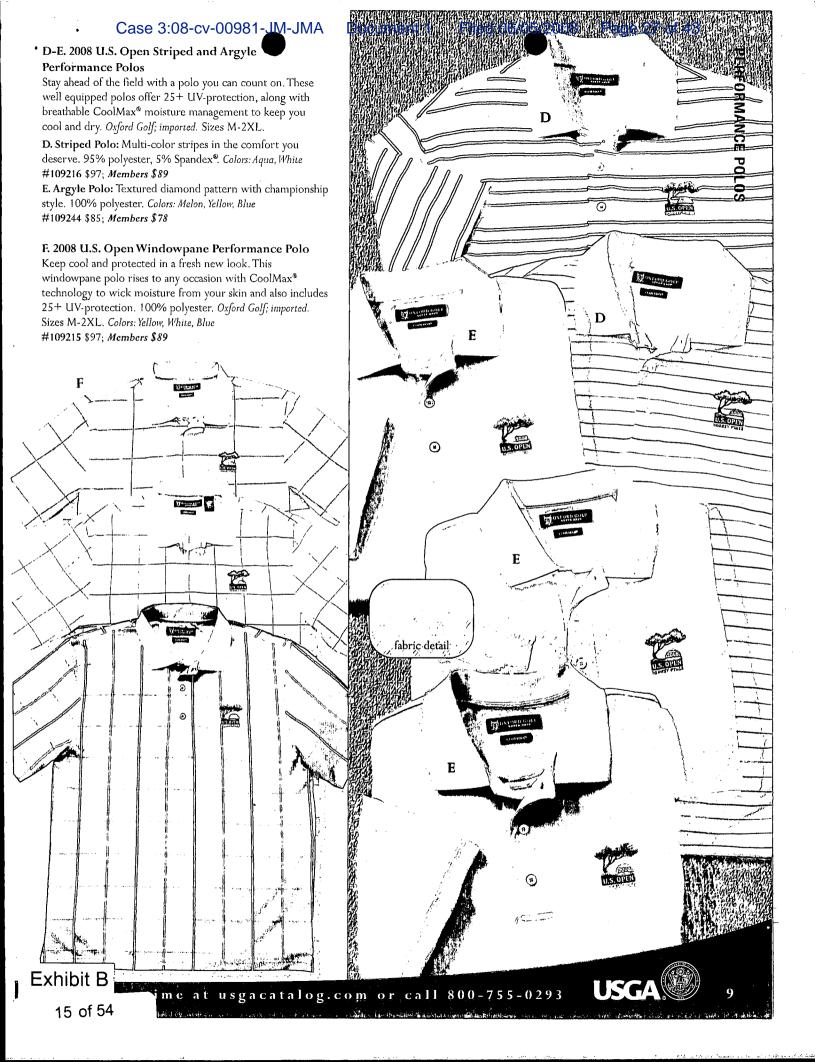
#### C. 2008 U.S. Open Windowpane Performance Polo

Redefine golf style in a polo that stands alone. CB DryTec™ moisture-wicking fabric takes care of your comfort so you can focus on your game. 100% polyester birdseye jacquard. Cutter & Buck; imported. Sizes M-2XL. Colors: Green, Blue #109213 \$92; Members \$84

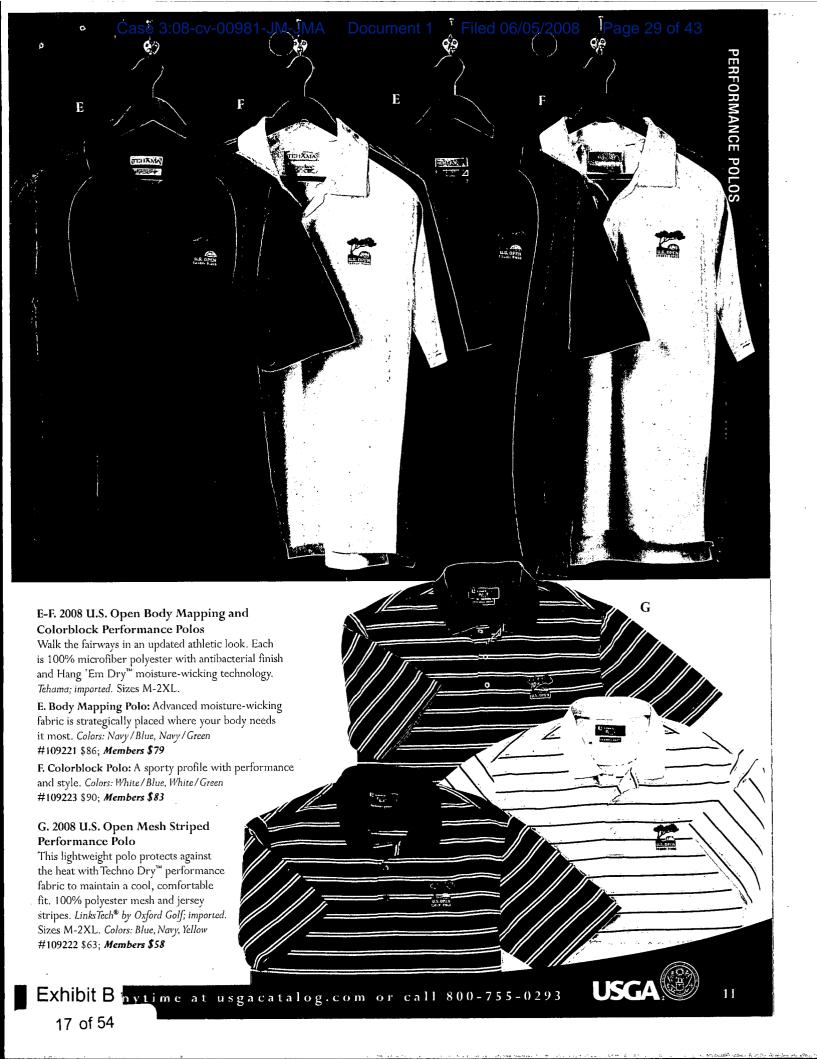
8

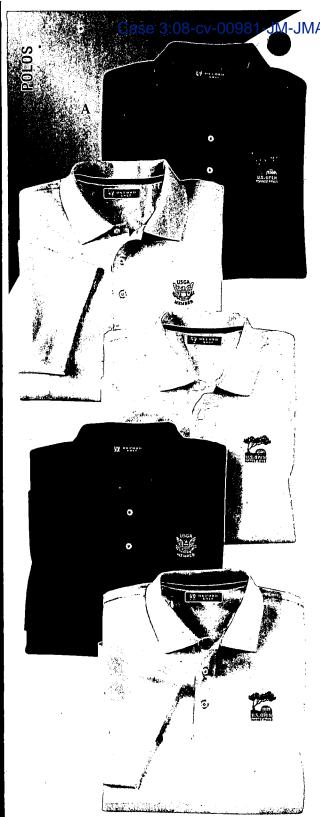
Exhibit B 14 of 54







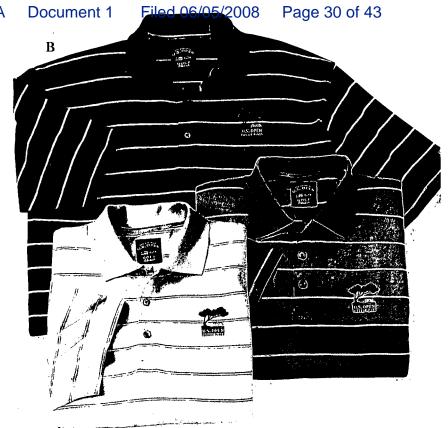




#### A. 2008 U.S. Open/Members Double Mercerized Solid Polos

Make a statement with luxury you can feel and colors that epitomize good taste. This handsome design is constructed from 100% double mercerized cotton for a refined look. Oxford Golf; imported. Sizes M-2XL. Colors: Turquoise, Light Green, White, Red, Yellow 2008 U.S. Open Logo: #108225 \$75; Members \$69 Members Logo: #108227 Members Only \$69

12 Exhibit B



## Luxury Your Game Deserves

#### B. 2008 U.S. Open Double Mercerized Striped Polo

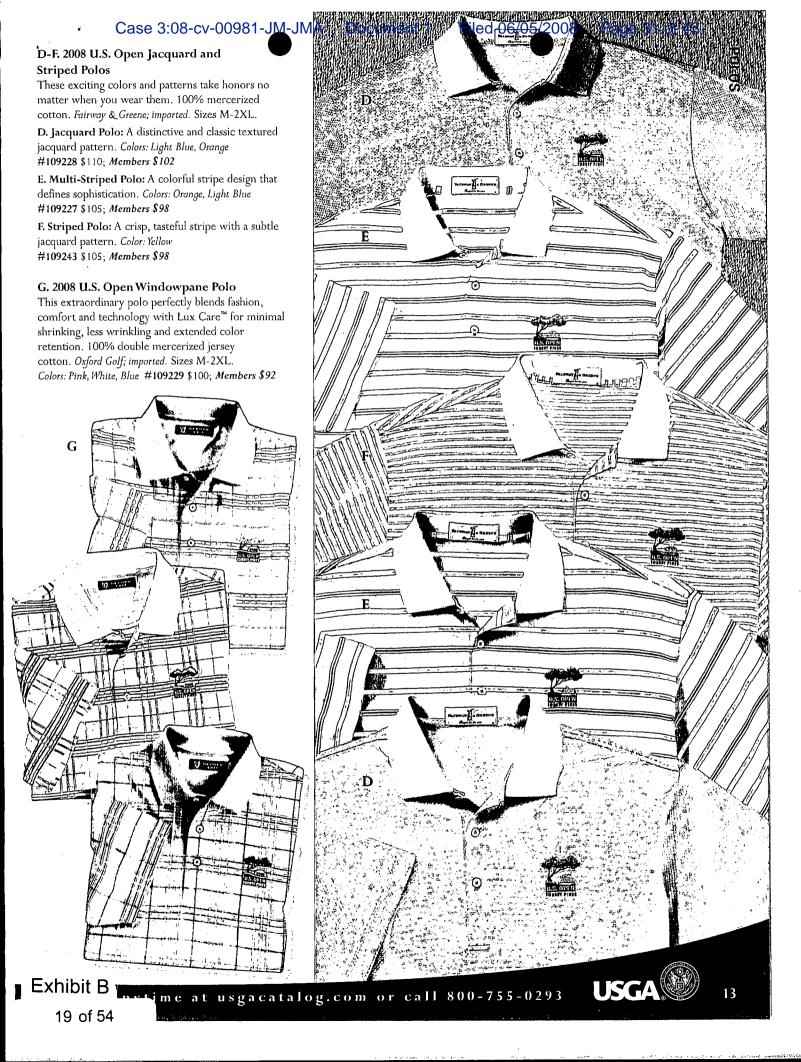
A crisp two-color striped pattern that's an essential on the course and in the clubhouse. 52% mercerized cotton, 48% Modal® microfiber. U.S. Open Golf Collection; imported. Sizes M-2XL. Colors: Navy, Yellow, Turquoise #109225 \$82; Members \$75

#### C. 2008 U.S. Open/Members Double Mercerized Long-Sleeved Polos

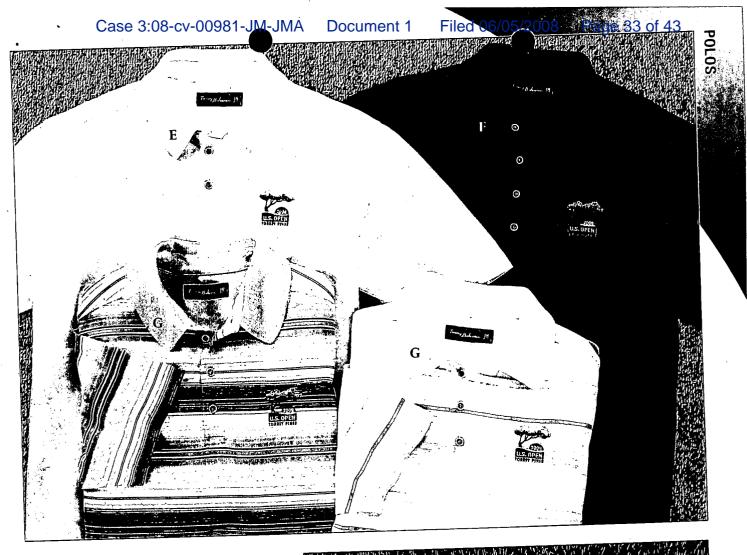
A must have for every golfer's wardrobe in this ultra-soft long-sleeved polo. A perfect choice for versatility and extra warmth on cool days. 100% double mercerized lisle cotton. Oxford Golf; imported. Sizes M-2XL. Colors: Navy, White 2008 U.S. Open Logo:

#109224 \$92; Members \$84 Members Logo: #109226 Members Only \$84









#### E-G. 2008 U.S. Open Coordinates

Breeze the greens in luxurious island style. Made of 51% cotton, 49% Tencel®, each polo has a great feel while providing the benefits of moisture management. Tommy Bahama; imported. Sizes M-2XL

**E. Pincapple Polo:** The two color yarn dyed stripe in this polo features a subtle pineapple shadow over the stripes. *Color: Yellow* 

#109237 \$130; Members \$120

F. Floral Polo: Unique floral overprint gives added interest to a traditional striped polo. *Color: Blue* #109235 \$160; *Members \$147* 

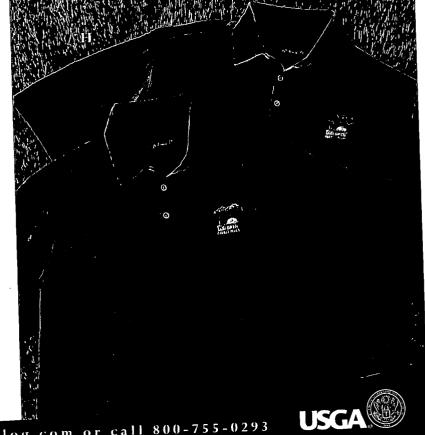
**G. Pencil Striped Polo:** Yarn dyed jersey polo with a textured thread that alternates throughout the fabric. *Colors: Blue, Yellow* 

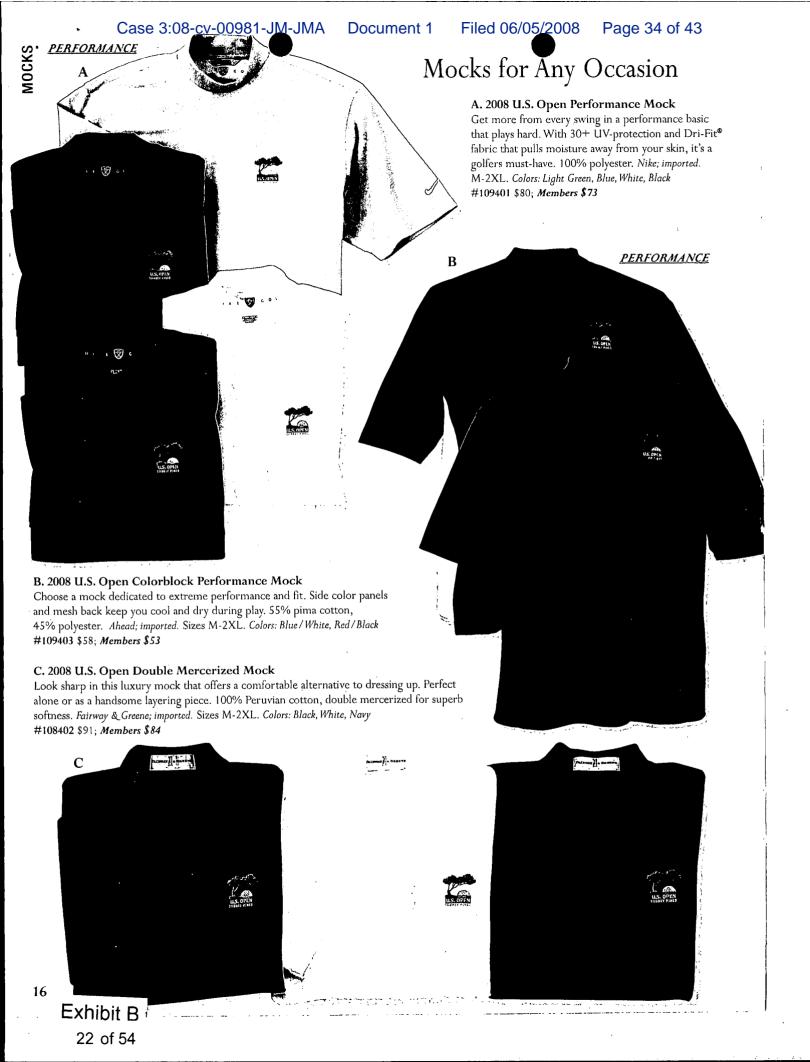
#109236 \$140; Members \$129

#### H. 2008 U.S. Open Floral Polo

Give your every day wardrobe golf-inspired luxury. The bold colors and vertical jacquard floral pattern makes this polo stand out while the silk blend makes wearing it equally amazing. 70% silk, 30% cotton jacquard. *Tommy Bahama*; imported. Sizes M-2XL. *Colors: Blue, Red* 

#109234 \$170; Members \$157





#### D-E. 2008, 2009 and 2010 U.S. Open/Members Performance Mocks

Celebrate upcoming U.S. Open championships in these great golf favorites. Choose short-sleeved or long-sleeved in your choice of logos—each is 100% textured nylon with UV-protection, Scotchguard™, moisture management and Clariant® antibacterial properties. U.S. Open Golf Collection; imported. Sizes M-2XL.

#### D. Short-Sleeved Mock:

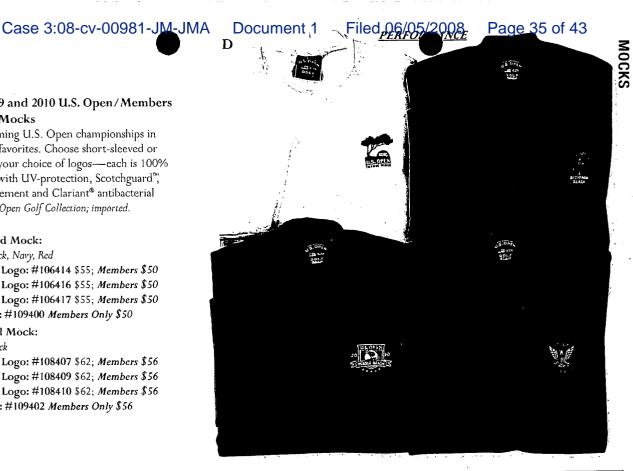
Colors: White, Black, Navy, Red

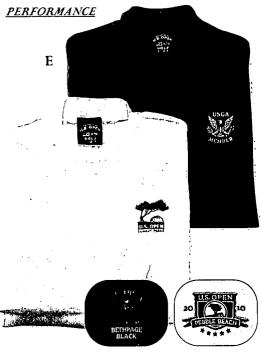
2008 U.S. Open Logo: #106414 \$55; Members \$50 2009 U.S. Open Logo: #106416 \$55; Members \$50 2010 U.S. Open Logo: #106417 \$55; Members \$50 Members Logo: #109400 Members Only \$50

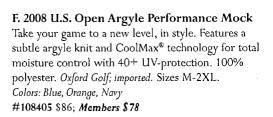
#### E. Long-Sleeved Mock:

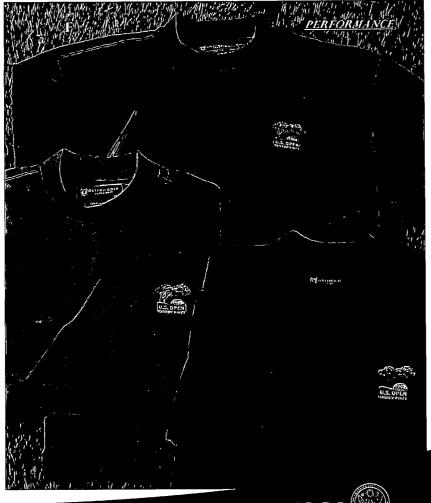
Colors: White, Black

2008 U.S. Open Logo: #108407 \$62; Members \$56 2009 U.S. Open Logo: #108409 \$62; Members \$56 2010 U.S. Open Logo: #108410 \$62; Members \$56 Members Logo: #109402 Members Only \$56

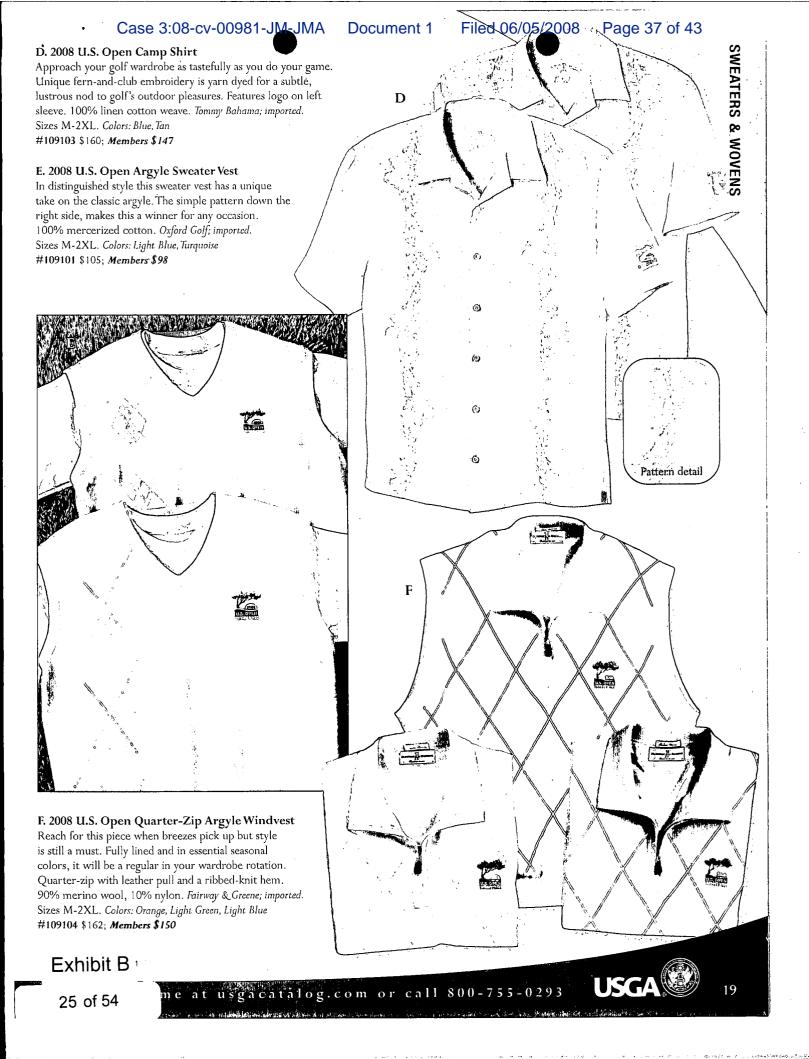
















Case 3:08-cv-00981-JM-JMA Document 1



### B. 2008 U.S. Open V-Neck Appliquéd Windshirt

OUTERWEAR

Honor the U.S. Open in championship style. Water repellent with a bold 2008 U.S. Open design appliquéd for long-lasting wear. Ribbed-knit neckline features a unique touch with contrast tipping. 100% polyester. *Ahead; imported*. Sizes M-2XL. *Colors: Red, Midnight Navy* #108311 \$89; *Members* \$82

### C. 2008 U.S. Open Full-Zip Packable Jacket

Stow this stylish, ingenious performer for when skies threaten. Water-resistant and breathable, it packs into the left pocket for easy carrying. Lightweight construction features vented back with half-mesh lining and easy-swing articulated elbows. 100% polyester. Ahead; imported. Sizes M-2XL. Colors: Red, Gold, Dark Grey #109306 \$95; Members \$88

### Filed 06/05/2008 Page 40 of 43

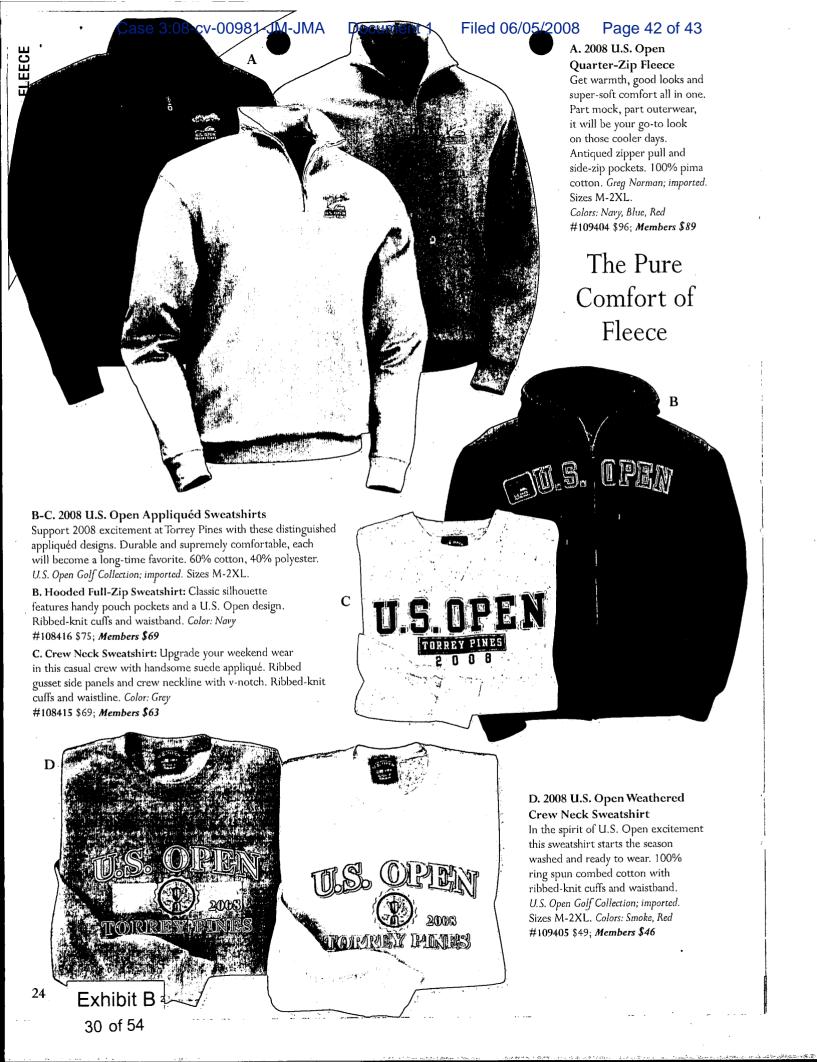
A. 2008 U.S. Op Short-Sleeved Windshirt

Give your game the extra advantage of strong weather protection. Constructed to be both windproof and water repellent with open sleeves and an elastic waistband. Side-zip pockets. 100% polyester. *Nike; imported*. Sizes M-2XL. *Colors: Stone, Navy* #109305 \$97; *Members \$89* 



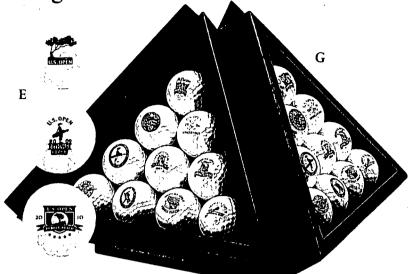






I

### **U.S. Open Collector's Classics** Logo Golf Balls and Ball Markers



E. U.S. Open Collectible Golf Balls: Sold in sleeves of three identical balls. Choose from the 1998-2010 logos. Callaway Golf: #100785, Nike Golf: #100787, Titleist: #100783 \$12 per sleeve

Commemorative Golf Ball Collection: 10 sleeves, one sleeve of each logo from 2001-2010. Callaway Golf: #101569, Nike Golf: #101600, Titleist: #101599 \$95

F. U.S. Open Collectible Ball Markers: Medallion-style, in solid brass with post backs, sold in sets of four identical pieces. Choose from the 1998-2010 logos. Golf Design; USA.

#101087 \$10 per set; Members \$8

Commemorative Ball Marker Collection: 10 sets, one set of each logo from 2001-2010. #101589 \$87; Members \$79

G. Golf Ball Display: A mini-monument in rich mahogany, with smooth-action swivel base. Holds up to 40 balls. Dark green suede cloth lining. Great Golf Memories. 13"w x 9"h. #106730 \$175



















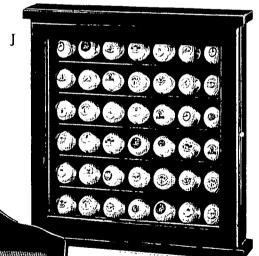


Ingenious design results in effortless display, side-by-side columns make rearranging or adding new balls a snap. Crafted of solid hardwood with antiqued cherry finish; holds 88 balls. Woodforge Designs, Inc. 16%"w x 19%"h x 2%"d, #101524 \$140

### I. Golf Ball Display Cabinet

Create a beautiful presentation of your most prized golf balls. Solid hardwood cabinet with hinged glass door keeps your treasured collection safe and dust-free. Woodforge Designs, Inc. Please specify Antiqued Cherry (shown) or Walnut.

81-Ball Display 21"w x 24"h x 2¾"d: #33323 \$150 42-Ball Display 17"w x 18"h x 23/4"d: #101088 \$120

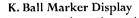




### H. Repair Tool Wall Display

An elegant and versatile way to showcase your ball mark repair tool collection. Constructed of solid hardwood with antiqued cherry finish, complete with two grooved shelves that hold up to 26 repair tools. Shipped ready to hang.

Woodforge Designs, Inc. 18"w x 9"h x 1"d. #100576 \$100; Members \$93



Present your keepsakes in this display that compliments any décor. Features handsome wood frame embellished with a golf-motif medallion in solid brass. Fits up to 150 markers. Golf Gifts and Gallery. 16"w x 15"h x ¾"d. #104715 \$50



Daytime phone:

(required)

800--755--0293 7 a.m. - 9 p.m. (CT), Mon. - Fri.,Save time - use your credit card and order toll free 10 A.M.- 7 P.M. (CT), Sat. - Sun.

Sizing Guideline—Shirts and Sweatshirts:	ideline	Shir	ts and S	weatshi	rts:
Size:	S	M	Г	XL	XXL
Men's:	34-36	38-40	34-36 38-40 42-44 46-48 50-52	46:48	50-52
Women's:	4-6	8-10	8-10 12-14	16	
Youth:	Fits age 5-6 years	Fits age Fits age 5-6 years	Fits age Fits age 9-10 years 11-12 years	Fits age 11-12 years	

Service:
Delivery

Case 3:08-cv-00981-JM-JMA

Delivery Charge (Do not include tax or gift certificate value.)

Merchandise Subtotal

Rush Delivery (add 57.00) Express Delivery (add \$14.00) Sales Tax\*

to AR, CA, FL, IL, KS, KY, MN, MO, NJ, NV, OK, SC, TN, TX.

for merchandise and shipping on orders delivered

to receive notification of special sales and offers, please provide your e-mail address here:

Special Offer for E-mail Users: If you would like

PERSONALIZATION

Please add all applicable focal and state sales taxes

(On phone orders, we will calculate the tax for you.)

Iotal Payment

TOTAL 15.00

PRICE EACH 15.00

**USGA Introductory Membership Offer** 

DESCRIPTION (PLEASE PRINT)

QT.

2nd CHOICE COLOR

1st CHOICE COLOR

SIZE

TTEM # 46380A

Pittsburg, KS 66762.

P.O. Box 687;

Order: PAGE

Reminder: We cannot process your order without the expiration date and CVV2 #.

SIGNATURE

CREDIT CARD NUMBER

MONTH / YEAR OF EXPIRATION

∏ VISA®

Master Card®

☐ DISCOVER®/NOVUS™

For copies of product warranties (where available), write to the USGA Catalog,

Warranties:

AMERICAN EXPRESS®/OPTIMA®

☐ YES, I am a USGA Member

EXTENSION

AREA CODE

Method of payment:

Check/Money Order \$

- Rush delivery: 4 business days. Regular delivery: 7-10 business days.
- Express delivery: 1-2 business days. Please order by phone before 1 P.M. (CT) to confirm merchandise availability and shipping requirements. Our Express service area includes street addresses in all 50 states.

Mail/Fax Orders: Please print your name and address below, as well as the catalog code, customer number and membership number from the back of your catalog.

	MEMBERSHIP NUMBER	
0	CUSTOMER NUMBER	
	CATALOG CODE	

Alternate address: Use only if delivery destination

1				
	9		201000	(UUKESS
,	•	• •		•

Deliveries to P.O. boxes are sent via the U.S. Postal Service. Delivery charges do not apply to gift certificates. No Rush or Express delivery available to P.O. Boxes, APO/FPO addresses, Guam, and U.S. protectorate

alling 800-755-0293, 7 л.м.—9 г.м. (СТ), Mon. - Fri. 10 A.M.-7 P.M. (CT), Sat. - Sun. If you are calling from placed via our Web site (www.usgacatalog.com) or by prokerage fees are the responsibility of the customer. Please allow two weeks for delivery. Duty, taxes and (including Canada), shipping costs will be calculated outside our toll-free area, please call 620-230-0249. using standard carrier rate charts and the weight of the items to be shipped. International orders can be For orders being delivered outside the U.S. International Delivery:

> a for-profit company; pursuant to a license arrangement with the United States Golf Association®. The USGA Catalog is published by Zouire, LLC,

Phone Orders:  10 A.M.—9 P.M. (CT), Mon Firi, 10 A.M.—7 P.M. (CT), Sat Sun. Before calling, please have your carely and your credit carel handy.	Mail or Fax Ordens: Please print your name, address and daytime phone number. Include your credit card number, expiration date, CVV2 number**, and signature, or send your check made payable to	USGA Catalog (in U.S. funds only).  Please do not send cash. include shipping charges and	any applicable saste tax, mail order with payment to USGA Catalog, P.O. Box 687, Pittsburg, K.S. 66762. Fax orders to 866-837-7605 anytune, day or night.	Web Site: www.usgacatalog.com Customer Service: 800-755-0293	Shipping & Returns: 7 A.M.—7 P.M. (CT.) Mon Fri. 800-755-0293 or write USGA Catalog Customer Service, P.O. Box 687, Pittsburg, KS 66762.	"CVV2# Directions: To lozie the CVV2 code on a Visa, MasterCard or Discover, refer to the 3-digit code on the signature line. On an AMEX card the 4-digit code is located on the front above the card number.
	tination is different from above.	- dız	Delivery Charges Regular Merchandise Subcouls Up to \$5.00		\$15.01 - \$100.00	5350.01 +

STATE

## Personalization Information:

HOW TO ORDER:

Send us both your old and new addresses to avoid duplicates. Or call Customer Service at 800-755-0293.

Please send us all of the mailing labels and indicate your preference.

Duplicate Catalogs:

Returns/Exchanges: merchandise, follow the

For personalized items, please reference the chart below and specify up to the maximum number of characters listed, including punctuation and spaces. Sorry, no rush delivery or gift boxing available. No delivery available to APO/FPO addresses, Guam, and U.S. protectorates. No international delivery (including Canada). No returns or exchanges on personalized items.

Document 1-2

Description	Vendor	Page	Item Number	Character Limit	Delivery Time
U.S. Open Money Clip	Ahead	23	108721	12 (2 lines total)	3-4 weeks
Members Money Clip	Ahead	53	101562	12 (2 lines total)	3-4 weeks
U.S. Open Putting Cup	Ahead	31	108706	2 lines, 15 per line	3-4 weeks
Members Mini Wallet	TPK Inc.	33	100258	3	2-3 weeks

Filed 06/05/2008

2-weeks

2 lines, 20 per line

108722 107712

37 37

**Jupiter Sports** Jupiter Sports

U.S. Open Bag Tag

this catalog are guaranteed through August 31, 2008.

Catalog Pricing: All product prices in

Descriptive, typographic and photographic errors

are subject to correction

four Privacy:

instructions on your packing slip. No returns or exchanges on personalized items.

Members Bag Tag

Mini Duffle ravel Bag The USGA will periodically share its customer list (names and addresses) and information with other a) send a written request to the USGA, P.O. Box 708, Far Hills, NJ 07931-0708; and services. If you would b) go to http://members rour information, please: mailers of quality goods prefer that we not share

call 800-223-0041 usga.org/optout;

3-4 weeks 2-3 weeks 3-4 weeks 4 weeks 4 weeks 2 lines, 20 per line 5 20 15 2 5 109714 100985 104763 104702 108624 33 8 4 37 ස Bennington West Coast West Coast TPK tnc. Frends Ahead Trends 툸 Members Scorecard Holder Members 2008 U.S. Open Members Club Glove® Members Club Glove® Members Golf Bag Ball Marker Cap

Page 1 of 26

### A-D. USGA Merchandise

Show your USGA spirit and stay protected in style with our windshirts and headwear. Both windshirts are water-resistant in 100% microfiber polyester with a breathable mesh lining. For another option, the sleeves zip off to convert to a short-sleeved windshirt. The matching cap or visor tops off the ensemble.

A. Men's Windshirt: Elastic cuffs and waistband. Weatherproof; imported. Sizes M-2XL. Color: Navy #108321 Members Only \$68

B. Women's Windshirt: Adjustable snap cuffs and elastic drawcord waist with cordlocks. Weatherproof; imported. Sizes S-XL. Color: Navy #108512 Members Only \$68

C. Cap: Relaxed fit in 100% cotton. Self-fabric with metal slide closure. Imperial Headwear; USA. One size fits most. Color: Stone

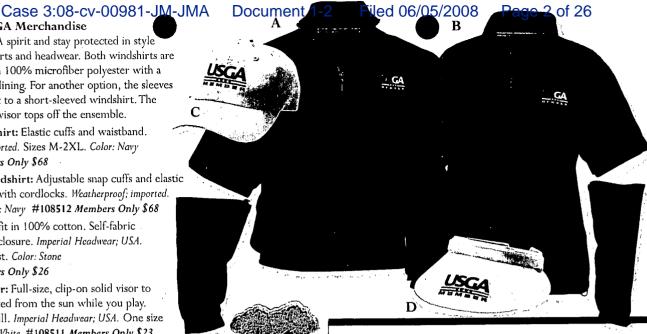
#108631 Members Only \$26

D. Women's Visor: Full-size, clip-on solid visor to keep you protected from the sun while you play. 100% cotton twill. Imperial Headwear; USA. One size fits most. Color: White #108511 Members Only \$23

E-F. 2008 U.S. Open/Members Lapel Pins Add tradition and pride with these popular collector's pins.

E. U.S. Open Logo: Die struck metal pin in brass finish with enamel inlay detailing. ForeFront Golf; imported. 11/4" wide. #108701 \$14; Members \$13

F. Members Logo: Crafted from cast pewter, then electroplated in satin-finish antiqued gold and finished with enamel inlay detailing. Malcolm DeMille; USA. 14" wide. #51146 Members Only \$18



G. Spirit of the Game II DVD

This fun and engaging educational tool covers the fundamentals of golf - its history, basic etiquette, rules information, care of the golf course, the role of the USGA and the importance of respect. The Spirit of the Game II is offered in two levels: one for the beginning or new golfer and the second level for more experienced players, both included on this one DVD.

#109712 \$20: Members \$5

### **USGA** Directory:

### PGA/USGA Rules Workshops:

908-234-2300 ext. 5100 www.usga.org/playing/rules/workshops/

**USGA** Publications Store: 800-336-4446 www.usgapubs.com

**USGA** Membership: 800-223-0041 www.usga.org/members

### We're Here to Help...

Please call USGA Headquarters at 908-234-2300; write to us at Golf House, P.O. Box 708, Far Hills, NJ 07931-0708; or visit our Web site at www.usga.org for questions regarding Amateur Status, Green Section.Services, Handicap & Course Rating Services, Rules & Decisions, Museum & Library and Technical Matters.

### USGA Catalog Gift Card:

Join the USGA today and save money on your purchase!

USGA Member benefits include:

- · Member discounts on USGA Catalog merchandise
- "The Rules of Golf"
- · Preference over general public to apply for U.S. Open tickets
- The U.S. Open Program, USGA Championship Annual and Inside the USGA newsletter
- Personalized USGA bag tag

#46380A Membership\* \$15 (reg. \$25) #46380B Dual Membership\* \$25 (reg. \$35)

Dual Membership enrollees must reside at the same address. Please include the second Member's name in the "Description" space on the order form.

\*Residents outside the U.S., please add \$10 to annual fee, payable in U.S. funds.

If you'd like to have your gift recipient make his or her own selection, we will gladly send a beautifully-presented gift card, along with our most recent catalog. Gift cards are available in \$5 increments, beginning at \$20. #32968 (\$20 minimum)

Note: When figuring delivery charges, do not include gift card value. Gift card purchases and redemption available online at www.usgacatalog.com or by calling 800-755-0293. Gift card is for catalog use only and cannot be used at USGA championships.





H-K. Rules of Golf 2008-2009 **Publications** 

Play informed with these invaluable resources. The essential

2008-2009 Rules of Golf is

available in a course-friendly pocket-sized paperback edition. (Large print edition also available.) The 2008–2009 Decisions on the Rules of Golf answers your questions with rules and explanations in a compact, spiral-bound volume. Golf Rules Illustrated helps players of all levels with 192 pages of photographs and illustrations describing common situations all golfers confront.

H. \*2008-2009 The Rules of Golf: #109708 \$1

I. \*\*2008-2009 Decisions on the Rules of Golf: #109709 \$15.95; Members and Regional/State Golf Associations \$12.95

J. \*2008-2009 The Rules of Golf Large Print: #109710 \$8

K. \*Golf Rules Illustrated: Paperback; effective through 2011. #109711 \$19.95

\*Sales limited to customers in the U.S., its territories and Mexico.

\*\*Sales limited to customers in the U.S., its territories, Mexico and Canada. For a complete listing of USGA publications and information on volume discounts, call 800-336-4446 or visit www.usgapubs.com.





ent 1-2 Filed 06/05/2008 Page 3 of 26 2008 U.S. Women's Open®

NOMEN OPEN

Interlachen Country Club Edina, MN June 26 – 29

For tickets: 877-281-OPEN or www.2008uswomensopen.com





### A. 2008 U.S. Open/U.S. Women's Open Full-Zip Fleece

Give your golf look a cozy dose of fitting style. Available in your choice of logos. Upper left sleeve pocket; self fabric cuffs and hem. 60% cotton, 40% polyester. U.S. Open Golf Collection; imported. Sizes S-XL. Colors: Periwinkle, Rose

U.S. Open Logo: #109514 \$63; Members \$58

U.S. Women's Open Logo: #109500 \$63; Members \$58

### B. 2008 U.S. Open Women's T-Shirt

Celebrate the excitement of Torrey Pines with our perfectly fitted t-shirts. Fashion cut with tapered sleeves in 100% cotton. U.S. Open Golf Collection; imported.

Sizes S-XL. Colors: White, Light Pink #109503 \$26; Members \$23

### C-D. Golf Tote Bag and Valuables Pouch

The perfect bag to take on the course, to the country club and around town. This colorful duo is durable, hand-washable and has convenient tee holders on the front. Tees not included. 100% cotton canvas. Ame & Lulu; imported. Color: Brown Paisley

C. Golf Tote Bag: Roomy and instantly at home over your shoulder. Front pocket perfectly sized for your valuables. 14"w x 11"h. #109501 \$74; *Members* \$69

E-F. 2008 U.S. Open/U.S. Women's Open Polos and U.S. Women's Open Cap

Capture the feminine side of classic golf style. They're the perfect combination from course to clubhouse.

E. Women's Polos: Tailored fit with slightly rounded hem for wearing tucked or untucked. In your choice of logos. 100% cotton piqué. Cutter & Buck; imported. Sizes S-2XL. Colors: Light Pink, Black, White

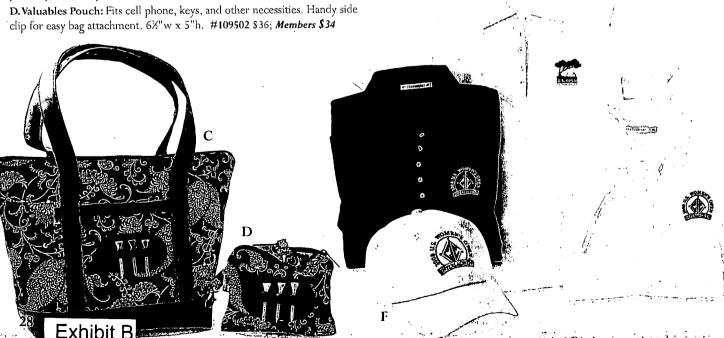
U.S. Open Logo: #108501 \$45; Members \$39.50

U.S. Women's Open Logo: #108503 \$45; Members \$39.50

F. U.S. Women's Open Cap: #108607 \$24; Members \$22

\*See page 34 for details on Cap.

E



### Case 3:08-cv-00981-JM-JMA

Golf's Best Tractions

G-I. Vintage Golfer and Lady Vintage Golfer Desk Clocks, **Trivets and Coaster Set** 

Bring classic décor into any golf-lover's home. Practical, sentimental and high quality-each makes a fantastic gift. Studio Vertu; USA.

G. Desk Clocks: Time passes, but integrity is forever. 4" sq. desk clock comes with black metal stand. Uses single AA battery.

Vintage Golfer: #109701 \$48; Members \$45

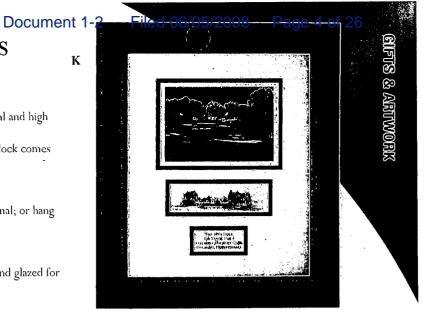
Lady Vintage Golfer: #109703 \$48; Members \$45

H. Trivets: Glazed and rich with nostalgia, they're perfectly functional; or hang them with the back notches. 8" sq.

Vintage Golfer: #109702 \$63; Members \$59 Lady Vintage Golfer: #109704 \$63; Members \$59

I. Coaster Set: An ensemble of classic looks, all backed with cork and glazed for durability. Set of four 4" sq. coasters.

Vintage Golfer: #109700 \$60; Members \$54



K. Oakmont Country Club, The 18th Hole Oakmont's famous 18th hole, designed by William and Henry Fownes, is one of the finest finishing holes in golf. Heavy, thick rough borders its fairways; a slick, subtle-breaking green makes even par a fine result. Oakmont has hosted eight U.S. Opens highlighting it's legendary difficulty. Framed in a cherry finished wood with black beading. Linda Hartough; USA. 12½"w x 14½"h #109800 \$110; Members \$99

L. 2008 U.S. Open Cap/T-Shirt Combo This gift-ready trio features a short-sleeved 100% cotton t-shirt rolled and tucked under the bill of a 100% cotton twill cap. Cap features adjustable slide closure on back. Neatly bundled with an official 2008 U.S. Open lanyard made of nylon/polyester. U.S. Open Golf Collection; imported. Sizes S-2XL. Cap is one size fits most. Cap colors: Navy, Khaki; Shirt color: White #108420 \$40; Members \$37



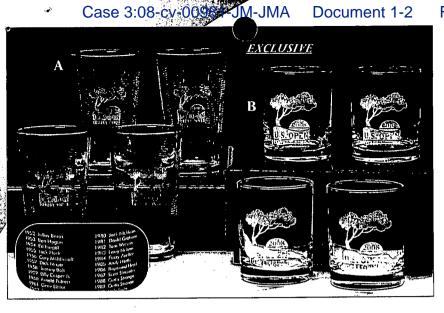
J. 2008 U.S. Open/Members Personalized Money Clips A classic gentleman's accessory. Handsomely detailed cast metal clip features a brushed pewter finish and enamel inlay displaying your choice of the 2008 U.S. Open logo or the USGA Members logo. Ahead. 15/4"w x 21/4"h. See order form/Web site for detailed personalization instructions.

U.S. Open Logo: #108721 \$39; Members \$35 Color: Gold

**TORREY PINES** 

Members Logo: #101562 Members Only \$35 Color: Silver Exhibit B

vtime at usgacatalog.com or call 800-755-0293



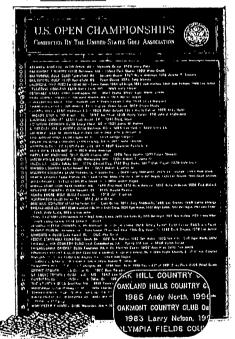
A-B. 2008 U.S. Open Glassware Sets

Raise your glass in honor of the U.S. Open with this casual glassware collection. Each set is ideal for entertaining or collecting, and is sold as a set of four—one for each member of your favorite foursome. U.S. Open Golf Collection.

A. Pub Glass Set: A perfect way to cherish Open history, each one-pint glass has the winners of all past U.S. Opens (1895–2007) printed on the back. #108710 \$46; *Members \$42* 

B.Tumbler Set: Celebrate the upcoming Open with this glassware set, reverse-etched with the 2008 U.S. Open logo. 13½ oz. capacity. #108709 \$32; *Members \$28* 

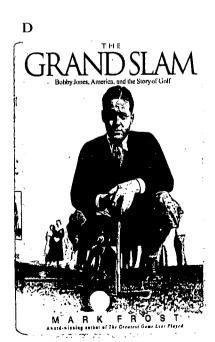
### C EXCLUSIVE



C. U.S. Open Championship Course Plaque Give the gift that salutes both a golfer's love of travel and the Open's storied courses. An exclusive collector's piece made of solid cherrywood with an engraved plaque listing the course and champion for every U.S. Open played. A supply of gold-plated brass pegs is included for marking each course you have visited or played. *Golf Links To The Past.* 13"w x 20"h. #107703 \$286; *Members* \$265

D. "The Grand Slam: Bobby Jones, America, and the Story of Golf" The Grand Slam is packed with interesting information about the life of Bobby Jones and his peers. If you are a fan of golf history and the players that made the game great, this book is a must have. 493 pages, hardcover.

Golf Links To The Past. #108805 \$30







### E-H. 2008 U.S. Open/USGA Medallion Leather Belts

Finish any outfit with a proud and polished look. Belts feature nickel-plated hardware in your choice of smooth or textured leather. 2008 U.S. Open belts have five medallions with U.S. Open logo; Members belts have one USGA Seal medallion. 1½" wide. YRI; USA. Even sizes 32-42. Colors: Brown, Black

E. U.S. Open Textured Belt:

#108712 \$72; *Members* \$65 F. U.S. Open Smooth Belt:

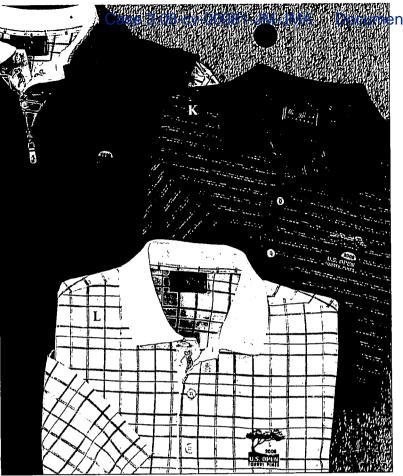
#108714 \$72; *Members* \$65

G. USGA Smooth Belt: #102726 Members Only \$65

H. USGA Textured Belt: #102727 Members Only \$65

**30** 

Exhibit B





N. Bobby Jones "The Perfect Swing" Photograph
Flawless. The dominant player of his generation, and quite

possibly of all time, Bobby Jones remains an icon of golf's treasured past. This classic black-and-white photograph captures his effortless form and championship grace. *Golf Links To The Past.*Framed Print: 18¾"w x 22¾"h #107804 \$214; *Members \$198*Print Only: 10¼"w x 13¾"h #107805 \$83; *Members \$75* 

### I-L. 2008 U.S. Open Coordinates

Rich fabrics, quality construction and distinctive style make this mix-and-match ensemble a must for any discerning player. *Bobby Jones; imported.* Sizes M-2XL.

- **I. Quarter-Zip Vest:** The definitive layering piece. Interlock vest has exposed zipper placket and BJ Player tape on back neck seam. 100% pima cotton. *Color: Navy* #109406 \$138; *Members* \$128
- J. Tipped Polo: A classic polo in good taste and comfort. Updated BJ Player embroidery on inside placket. 100% double mercerized Egyptian cotton. Color: Light Blue #109238 \$170; Members \$158
- K. Jacquard Polo: True refinement down to the details. 100% Egyptian cotton. Color: Blue #109240 \$115; Members \$107
- L. Windowpane Polo: A sumptuous hand meets a standout design. BJ Player tape on inside placket. 100% double mercerized cotton. *Color: White* #109239 \$199; *Members* \$187

### M. 2008 U.S. Open Personalized Putting Cup

Whether used for practice or for inspiring desk décor, it is sure to be a favorite. Crafted in leather and brass, it can be personalized on the lip plate for an added touch. Ahead. See order form/Web site for detailed personalization instructions.

Personalized: #108706 \$44; Members \$40

Nonpersonalized: #108705 \$39; Members \$35



### O. Golfer's Gift Set

O

An ideal gift for the golfer in your life—this boxed set features an elegant golfer's pen, rosewood repair tool and sterling silver money clip. Presented in a rosewood finished box, perfect for gift giving. Box is 4½"w x 8½"l x 1½"d. Maxplus International. #108707 \$64; Members \$59





### Filed 06/<u>05</u>/2008 A. 2008 U.S. Op Boxed Gift Set

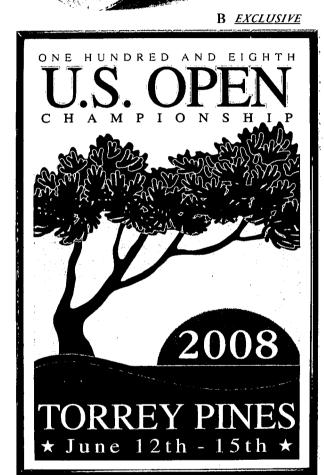
Set includes 100% cotton twill cap with magnetic buckle closure and brass ball mark repair tool-all decorated with 2008 U.S. Open graphics. Comes with two ball markers. Ahead; imported. Cap is one size fits most. Cap color: Stone #108717 \$49; Members \$44

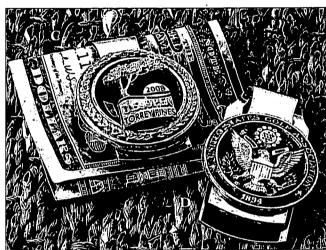
Page 7 of 26

### B. 2008 U.S. Open Torrey Pines Poster

Capture the spirit of the first-ever Open at Torrey Pines with this commemorative graphic. A colorful, nostalgic interpretation of the 2008 U.S. Open logo, it's perfect wall décor for any golf fan. Metal frame. Framed and unframed size: 24"w x 36"h. U.S. Open Golf Collection.

Framed Poster: #108808 \$92; Members \$85 Poster Only: #108809 \$34; Members \$30





### C-D. 2008 U.S. Open/Members Handcrafted Money Clips Make an enduring statement, either a magnificent keepsake or a grand gift. Both handcrafted to last a lifetime. Malcolm DeMille; USA. 2" high.

C. Limited-Edition 2008 U.S. Open Money Clip: This special edition, sterling silver money clip is crafted from 24K gold plate and features a dyed green jade jeweled background for a memorable keepsake.

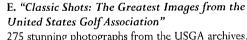
#108704 \$436; Members \$400

D. Members Money Clip: A timeless value with a 14K solid gold eagle on cast sterling silver, finished by hand.

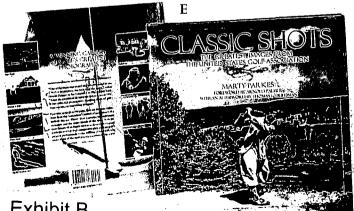
#57664 Members Only \$450

Members money clip also available with 24K gold-plated eagle.

#65625 Members Only \$210



275 stunning photographs from the USGA archives, dating back to 1894—many previously unpublished. Covering memorable moments in U.S. golf history, as well as personalities, landscapes and courses. Periodic mini-essays in this coffee table book illuminate the history and charm of the collection, concluding with one by New York Times columnist and best-selling author Thomas L. Friedman. Personally signed by author, Marty Parkes. The USGA in partnership with National Geographic. Hardcover, 368 pages. #107719 \$35; Members \$30



F-K. 2008 U.S. Open Youth Polos and Caps Outfit your youngsters in USGA tradition and Torrey Pines excitement. Garb; imported.

Case 3:08-cv-00981-JM-JMA

F. Boy's Performance Polo: Colorblock, moisture-wicking polo to keep you cool and dry in 100% polyester. Sizes S-XL. Color: White #109504 \$62; Members \$58

G. Toddler Striped Polo: 100% cotton pique. Sizes 2T-5T. Color: White/Navy #109510 \$52; Members \$48

H. Girl's Performance Polo: Moisture-wicking in 100% polyester. Sizes S-XL.

Color: White #109506 \$59; Members \$55

I. Baby Floppy Hat: 100% cotton. Fits infants 8-24 mo

Color: White #109513 \$27; Members \$25

J. Youth Cap: 100% cotton washed twill cap with contrast stitching. Color: Navy Junior Size: Fits age 5-12 years.

#109505 \$27; Members \$25

Infant/Toddler Size: Fits age 1-4 years. #109511 \$27; Members \$25

K. Girl's Cap: 100% cotton washed twill cap with contrast stitching. Color: Pink Youth Size: Fits age 5-12 years. #109512 \$27; Members \$25 Infant/Toddler Size: Fits age 1-4 years.

#109507 \$27; Members \$25



### L. Members Leather Card Case and Money Clip

Keep your essentials organized and your business cards handy in this leather card case with attached money clip-complete with the USGA Seal on the front, Mark-it of Colorado; imported. 3"w x 3¾"h. Color: Brown #69183 Members Only \$50



### M. Members Personalized Mini Wallet

Genuine leather with a gold-plated clip. Holds up to 24 cards and 30 bills. Folds flat when full. TPK Inc.; USA. 2%"w x 4%"h. Color: Black. See order form/Web site for detailed personalization instructions.

Personalized: #100258 Members Only \$37 Nonpersonalized: #100257 Members Only \$33



ge 8 of 26

Document 1-2

### N-O. Commemorative U.S. Open Insulated Glassware Sets

Entertain in U.S. Open tradition and style with these modern-day versions of vintage drinkware. Made of indestructible polycarbonate, each set has an unconditional lifetime guarantee. Double wall insulation to ensure contents stay hot or cold, without condensation and water rings. Dishwasher, microwave and freezer safe. Tervis Tumbler. N. Tumbler Set: Each tumbler sports a different logo to celebrate the 2007-2010 U.S. Opens. Set of four 16 oz. glasses. #106727 \$86; Members \$78 O. Mug Set: Honor the upcoming 108th U.S. Open Championship. Set of two 17 oz. mugs. #108718 \$68; Members \$62



Exhibit B me at usgacatalog.com or call 800-755-0293



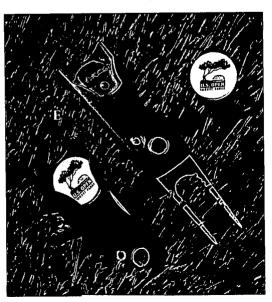
A-D. 2008 USGA Championship Short-Sleeved T-Shirts

Honor one or all of these upcoming USGA championships. With exciting designs and high-quality construction, each is a devoted fan's delight. 100% cotton. *U.S. Open Golf Collection; imported.* 

A. U.S. Open: Sizes M-2XL. Color: Light Blue #109407 \$26; Members \$23 B. U.S. Women's Open: Women's fit and sizing. Sizes S-XL. Color: Black #109508 \$26; Members \$23

C. U.S. Senior Open: Sizes M-2XL. Color: Grey #109408 \$26; Members \$23

D. U.S. Amateur: Sizes M-2XL. Color: White #109409 \$26; Members \$23



### E. 2008 U.S. Open Spring-Action Repair Tool

An innovative and updated design for your most-utilized golf accessories. Ready to serve at the push of its spring-loaded button. Sturdy, comfortable and ingenious. Includes removable ball marker. Links Walker Golf. #108728 \$24; Members \$22

\_J08 USGA Championships

2008 U.S. Open

Torrey Pines Golf Course — San Diego, CA June 12 — 15 For Tickets: 800-698-0661 or www.usopcn.com

2008 U.S. Women's Open

Interlachen Country Club – Edina, MN June 26 – 29 For Tickets: 877-281-OPEN or www.2008uswomensopen.com

2008 U.S. Senior Open

Biroadmoor Golf Club – Colorado Springs, CO July 31 – August 3 For Tickets: 877-281-OPEN or http://usso.broadmoor.com

22008 U.S. Amateur

Pinchurst Resort & C.C. – Pinchurst, NC August 18,–24 For Tickets: 910-235-8151 or www.usamateur.org





F-I. 2008 USGA Championship Caps

Choose any of these collectible caps to celebrate the upcoming championships. Each is 100% cotton twill. *Imperial Headwear; imported.* One size fits most.

F. U.S. Open Logo: Relaxed fit and self-fabric slide closure. Color: Stone #108606 \$24; Members \$22

G. U.S. Women's Open Logo: Relaxed women's fit with Velcro® closure. Color: Pink #108607 \$24; Members \$22

H. U.S. Senior Open Logo: Relaxed fit and self-fabric slide closure. Color: Navy #108605 \$24; Members \$22

I. U.S. Amateur Logo: Relaxed fit and self-fabric slide closure. Color: Khaki #108604 \$24; Members \$22

34

Exhibit B

### Championship. Caddie Towel

Pláy with tradition at your side. This towel honors the carrent U.S. Open as well as features past champions all the way back to the first U.S. Open in 1895. Sture lock-clip, 100% cotton

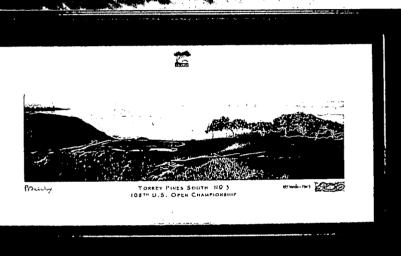








### est Tools for Your Game



### K. 2008 U.S. Open Panoramic Print

The fact that 2008 is the first time the U.S. Open championship has come to Torrey Pines isn't its only claim to fame—it's also a stunning, challenging work of art, as seen in this photograph of the 3rd hole. Printed on acid-free archival paper and framed in mahogany-finished wood with deckled matting, our print commemorates the 108th U.S. Open with grandeur and reverence. Stonehouse Publishing.

Framed Print: 27"w x 15"h #108806 \$198; Members \$185 Print Only: 24"w x 12"h #108807 \$66; Members \$62

### L. 2008 U.S. Open Bag Tag/Repair Tool/Ball Marker Set

This boxed trio is the perfect gift for any fan of the game. Each piece has been custom sculpted in antiqued pewter. Set includes bag tag with leather strap, repair tool and ball marker.

ForeFront Golf; imported. #108739 \$43; Members \$39

### M-N. 2008 U.S. Open/Members **Headcovers and Putter Covers**

Give your clubs the protection they deserve. Each of these quality nylon and suede covers declares your

USGA commitment and honor for the game. Imperial Headwear; imported.

M. Headcovers: Nubuck suede with textured nylon sides and polyester knit back and sleeve. One size fits up to 460cc drivers.

U.S. Open Logo: #108729 \$30; Members \$27 Color: Black/Dark Greya; Members Logo: #108731 Members Only \$27 Color: Black/Royal

N. Putter Covers: Nubuck suede with textured nylon sides and strong magnetic closure. One size fits most putters.

U.S. Open Logo: #108730 \$26; Members \$23 Color: Black/Dark Grey Members Logo: #108732 Members Only \$23 Color: Black/Royal





Exhibit Bime at usgacatalog.com or call 800-755-0293



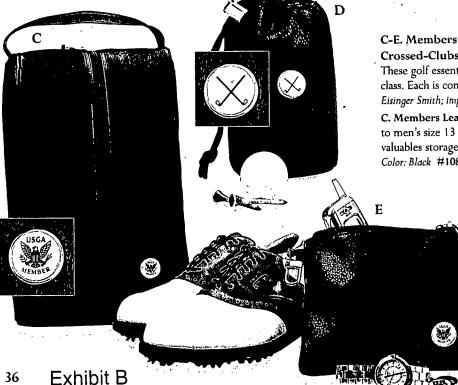
### A. 2008 U.S. Open Golf Towel

Commemorate the 2008 U.S. Open with our soft, jacquard-woven towel. 100% cotton velour. ForeFront Devant; imported. 16"w x 25"l with metal grommet and plastic hang clip. Colors: Green, Navy #108724 \$23; Members \$21

### B. 2008, 2009 and 2010 U.S. Open Ball Mark Repair Tool and Hat Clip Set

Keep course conditions above par with this handy antiqued solid brass ball mark repair tool that can also be used as a money clip. Handpainted magnetic ball marker on face of tool is 1" diameter. Set also includes a hat clip and replacement marker. *Golf Design*.

2008 U.S. Open: #105809 \$34; Members \$30 2009 U.S. Open: #106728 \$34; Members \$30 2010 U.S. Open: #106729 \$34; Members \$30





### C-E. Members Leather Shoe Bag and Crossed-Clubs/Members Leather Valuables Pouches

These golf essentials keep you organized with more than a touch of class. Each is constructed of top-grain black leather with nylon lining. Eisinger Smith; imported.

C. Members Leather Shoe Bag: Generously sized to fit up to men's size 13 shoe. Includes inside zippered pocket for valuables storage and strap handle at top. 8½"w x 14½"l x 4"d. Color: Black #108734 Members Only \$64

Color: Black

D. Crossed-Clubs Leather Valuables Pouch: A classic style pouch that any golfer will love. Drawstring closure. 4"w x 7"l x 2"d.

#108736 \$35; Members \$32

E. Members Leather Valuables Pouch: Keep track of must-have items and show your Member pride. Separate inside pocket for currency or jewelry. 6"w x 8"l x ¾"d. Color: Black

#108735 Members Only \$32





C. 2009 and 2010 U.S. Open Bag Tag and Hat Clip Sets Show your championship excitement with these golf accessories in your choice of upcoming U.S. Open logoss Each set includes a 3" bag tag with leather strap, hat clip and ball marker constructed of solid brass. Ahead. 2009 U.S. Open Set: #108738 \$34; Members \$30 2010 U.S. Open Set: #108740 \$34; Members \$30

### D. 2008 U.S. Open Ball Mark Repair Tool Set

Keep your course in award-winning condition with this one-of-a-kind repair tool. Includes magnetic ball marker. All components have slick enamel color inlay detail. Pac Golf.

#108727 \$30; Members \$27

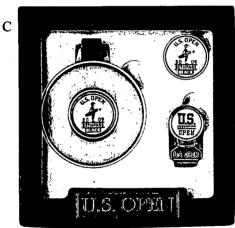




Exhibit B

# D

E-F. Breast Cancer Awareness Golf Accessories Show your support for breast cancer research and education with these functional golf necessities. A portion of the proceeds of these products will be donated to breast cancer education and research by the manufacturers.

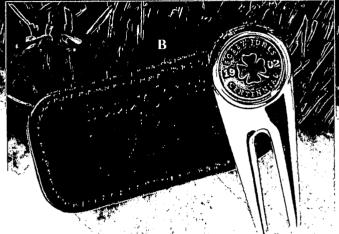
E. Plush Headcover: Lovable "LIFE Bear" in velvety pink plush wears its own sporty visor and has a grey knit sock to protect club shaft, Polyester/cotton. Gund; USA. Color: Pink #101539 \$22: Members \$20

F. Repair Tool and Ball Marker Set: Set includes repair tool, magnetic hat clip and extra ball marker, all in an antiqued gold finish. Eisinger Smith. #108510 \$28; Members \$25

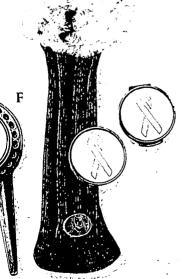
A. Members Leather Mo Clip
This flip-open money clip is made of full grain leather and features a USGA Members medallion on front. Magnetized on both sides to securely hold your currency. Eisinger Smith; imported. Colors: Black, Brown. #108726 Members Only \$20

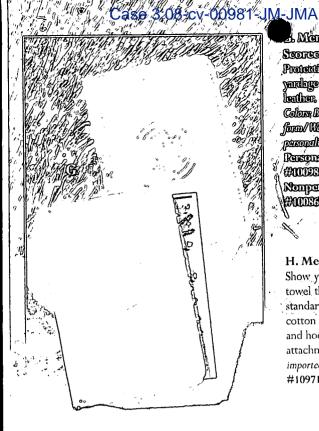
### B. Bobby Jones Ball Mark Repair Tool

This special edition ball mark repair tool was designed to commemorate the 100th anniversary of Bobby Jones' birth, Patrick's Day 1902. Features a nickel silver precision, die-stamped/ ball marker that fits into the silver-plated repair tool. Each tool cowith a protective black leather pouch! Golf Links to The Past; imported



E





JMA Document 1-2

Members Ressonalized

Scorecard Holder

Protesten for John scorecard the leading special supple full-grain

leading book. Supple full-grain

leading fliet brown. See order

form/Web stre for dentied

personalization instructions

Ressonalization instructions

Ressonalization for dentied

personalization functions

Ressonalization functions

Ressonalization functions

Ressonalization functions

Responsible functions only \$50

Rempersonalized

\*\*MODESS Members only \$50

Rempersonalized

H. Members Golf Towel
Show your USGA pride with a towel that lives up to Member standards: 100%. Egyptian cotton terry, with brass grommet and hook for secure bag attachment. ForeFront Devant; imported. 16" w x 24"l. Color: Navy #109713 Members Only \$24



I

### I. Golfer's Record Book

Record your progress in this handsome pocket-sized golf journal entitled *On The Green*. Full-grain leather cover is embossed with the USGA Seal. Inside are pages for logging each round of golf in detail, graph pages for tracking scoring patterns, space for travel notes and the USGA's "Golf Rules in Brief" for 2008. Comes boxed.

Graphic Image; USA. 3"w x 5"h; 144 pages. #102833 \$29

J-K. Members Personalized Travel Bag and Mini Rolling Duffle

Trust your travel to the long-wearing 1000D DuPont Cordura<sup>®</sup>, plus nylon from Club Glove<sup>®</sup>. Both feature personalized name and USGA Seal in custom embroidery. West Coast Trends; USA. Color: Black. See order form / Web site for detailed personalization instructions.

J.Travel Bag: Features a security strap to lock clubheads in place, high-impact wheelbase, two lockable exterior pockets, quality in-line skate wheels and bearings, and lifetime warranty. 14"w x 54"h; folds flat for storage.

Personalized: #104763 Members Only \$425 Nonpersonalized: #104764 Members Only \$410

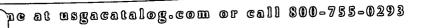
K. Mini Rolling Duffle Bag: Spacious and practical, with two exterior pockets, protected wheelbase and retractable handle.

11½"w x 24"h x 11½"d.

Personalized: #104702 Members Only \$260 Nonpersonalized: #104703 Members Only \$230







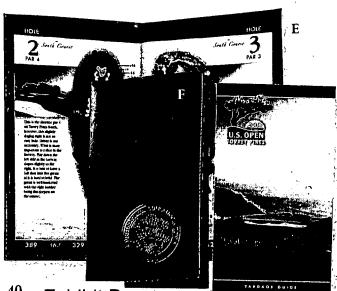




D. 2008 U.S. Open Golf Umbrella

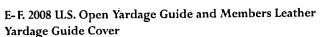
Shelter yourself from sun or rain with championship pride. The fiberglass frame has an innovative overlapping double canopy that withstands wind speeds up to 40 mph without inverting. The 100% nylon 64" canopy is large enough to accommodate you and your clubs. Manual open and close. The Weather Company; imported. 431/1 long. Color: Green / White

#108725 \$46; Members \$42



B. 2008 U.S. Open Waterproof Capr Breathable polyurethane finish with a CoolMax® moisture wicking sweatband. Relaxed fit with Velcro closure. 100% nylon Supplex. Imperial Headwear; imported. One size fits most. Color: Black #108608 \$34; Members \$30

C. Pants: Features lightweight inner lining, side zip vents at ankles and elastic waistband. Side leg zipper pocket as well as two back snap pockets. 56% polyester, 44% polyurethane. Ashworth; imported. Sizes M-2XL. Color: Black #108323 \$169; Members \$157



A guide to the action, plus the protection it deserves. It's the essential duo for any true enthusiast of the game.

E. 2008 U.S. Open Yardage Guide: Packed with insider information about Torrey Pines, in full color on quality stock. Features 18 hole illustrations with precise yardages and descriptions. Includes course map, scorecard, and splendid color photos. Miller Brown Marketing. #109706 \$9

F. Members Leather Yardage Guide Cover: Protect the guides you refer to most in style. Handsome, soft faux leather with oxford weave lining and center elastic strap. Holds most sizes of yardage books in place. Berman Leather; imported. 41/4"w x 71/4"h. Color: Black #107707 Members Only \$15

Exhibit B

### T-Shirts with Championship Pride

### G. 2008 U.S. Open Weathered T-Shirt

Give your Torrey Pines excitement a unique vintage look. In style and cut, it's constructed for extraordinary comfort. 100% cotton. U.S. Open Golf Collection; imported. Sizes S-2XL. Colors: Green, Orange, Red, Blue #109411 \$26; Members \$23





### H-I. 2009 and 2010 U.S. Open T-Shirts

Two exciting graphics, for two future USGA championships. Features unique 2009 design and an official 2010 logo in 100% cotton with seamless ribbed-knit neckline and durable tapered shoulders. U.S. Open Golf Collection; imported. Sizes S-2XL.

H. 2009 U.S. Open Logo: #108428 \$26; *Members \$23 Color: White* I. 2010 U.S. Open Logo: #108430 \$26; *Members \$23 Color: Grey* 

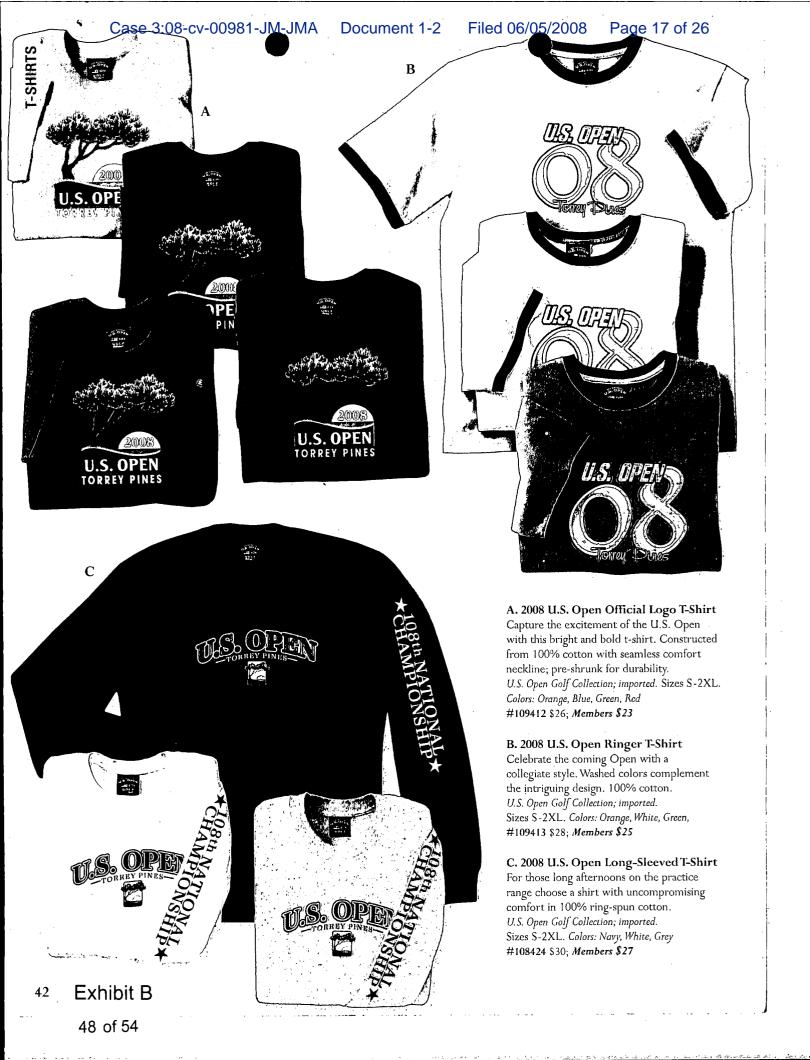
### J. 2008 U.S. Open Short-Sleeved Limited-Edition T-Shirt

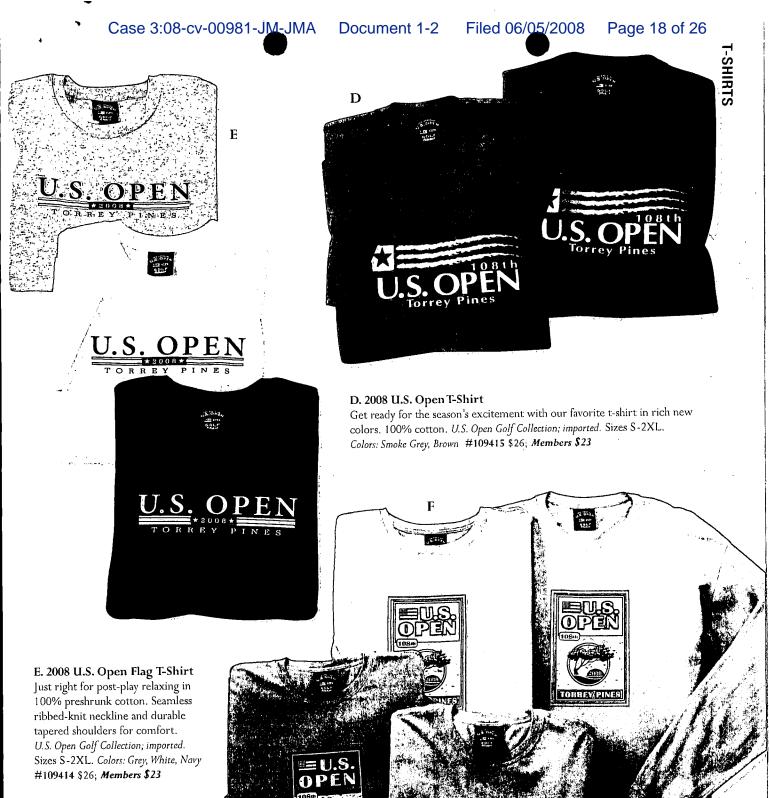
Celebrate the first U.S. Open at Torrey Pines with our exclusive Limited-Edition t-shirt. Features a one-of-a-kind design on the back and the official U.S. Open logo on the left chest. Both are slightly distressed for a relaxed look. 100% cotton. U.S. Open Golf Collection; imported. Sizes S-2XL. Color: White #109410 \$28; Members \$25





Exhibit B time at usgacatalog.com or call 800-755-0293



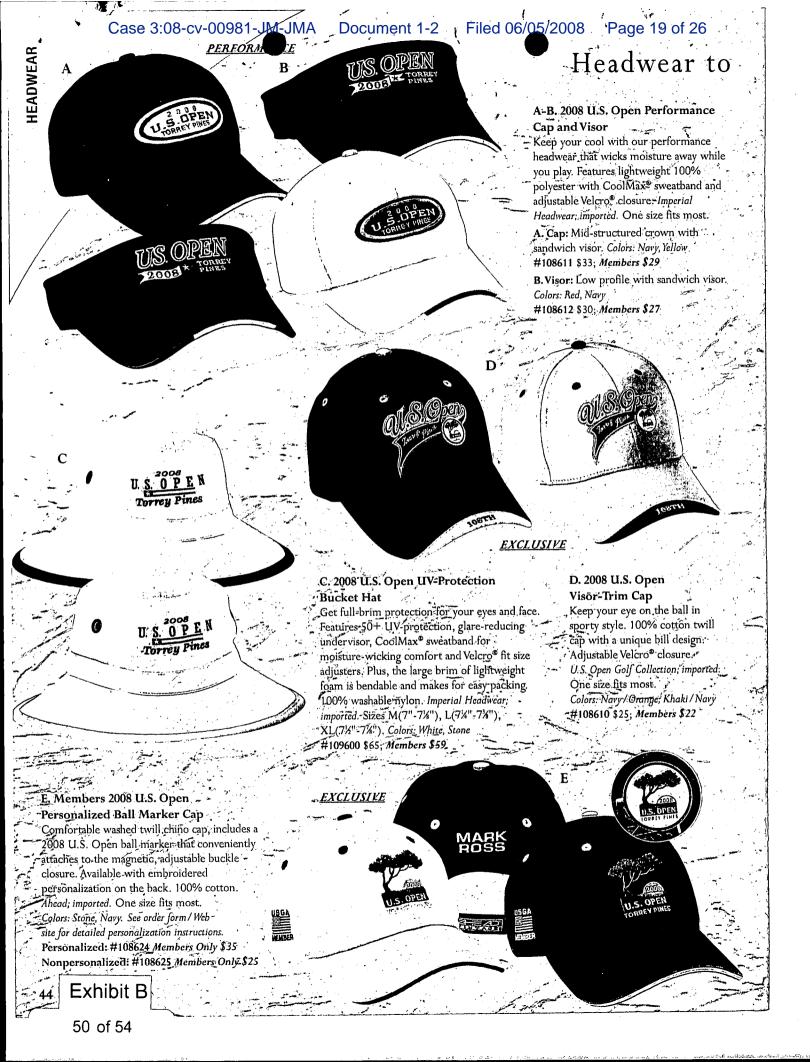


F. 2008 U.S. Open Long-Sleeved Weathered T-Shirt

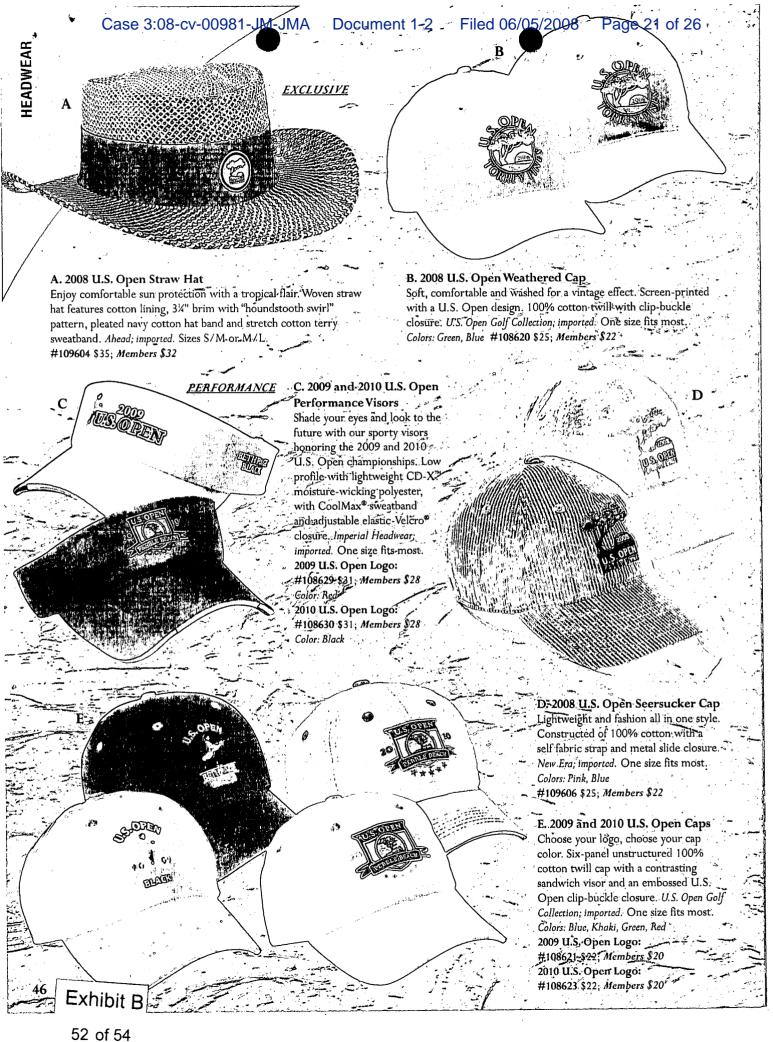
Ruggedly handsome, this 100% ring-spun cotton long-sleeved t-shirt has been pigment dyed and washed for a slightly distressed look. U.S. Open Golf Collection; imported. Sizes S-2XL. Colors: Light Blue, Orange, Olive Green, Red #108429 \$30; Members \$27

Exhibit B

**USGA** 









Case 3:08-cv-00981-JM-JMA Docume

18

U.S. OPEN
TORREY PINES

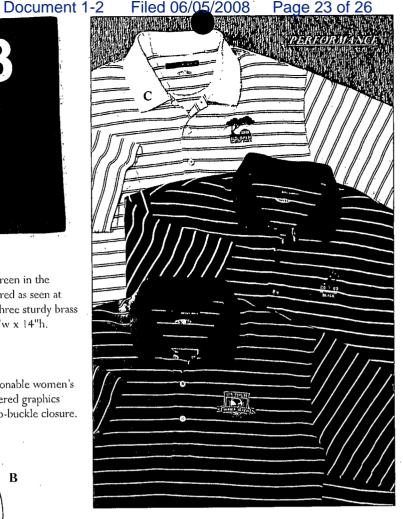
### A. 2008 U.S. Open Championship Hole Flag

Few golfers ever get to make that triumphant walk to the 18th green in the final round of the U.S. Open...but all of us can dream. Brilliant red as seen at Torrey Pines, our keepsake flag is 100% heavy-duty nylon with three sturdy brass grommets and screen-printed design. ForeFront Golf; imported. 20"w x 14"h. #108713 \$25; Members \$22

### B. 2008 U.S. Open Limited-Edition Caps

It's the cap collectors look for first—now also available in a fashionable women's version. Show-stopping U.S. Open design is flanked by embroidered graphics on each side. Well-constructed cap is 100% cotton twill with clip-buckle closure. *Ahead; imported.* One size fits most.





### C. 2008, 2009 and 2010 U.S. Open Striped Performance Polos

Set your sights on Opens to come with handsome polos combining top performance with extraordinary style. Features PlayDry® wicking system for intense moisture control, plus an easy-care fabric blend that holds shape and texture wash after wash. 60% cotton, 40% polyester. *Greg Norman; imported*. Sizes M-2XL. *Colors: Yellow, Navy, Red* 

See page 6 for additional colors and logos.

2008 U.S. Open Logo: #109205 \$86; Members \$79 2009 U.S. Open Logo: #109241 \$86; Members \$79 2010 U.S. Open Logo: #109214 \$86; Members \$79

The USGA Catalog is published by Zouire, LLC, a for-profit company, pursuant to a license arrangement with the United States Golf Association.

VISIT OUR WEB SITE **WWW.USGACATALOG.COM** FOR MORE GREAT ITEMS!

New Youth Apparel featured on page 33.

USGA Catalog P.O. Box 687 Pittsburg, KS 66762 U.S. Postage Paid Pewaukee, WI Permit No. 514

**Presorted Standard** 

CATALOG CODE 6541130A

MEMBERSHIP NUMBER

Postmaster: Please deliver

Exhibit B 54 of 54

%JS 44 (Rev. 12/07)

### **CIVIL COVER SHEET**

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON THE REVERSE OF THE FORM.)

III. BASIS OF JURISDICTION (Place an "X" in One Box Only)    U.S. Government Plaintiff   State   I   I   I   I   I   I   I   I   I	I. (a) PLAINTIFFS		DEFENDANTS		
(c) Attorncy's (Firm Name, Address, and Telephone Number)  See Attachment  II. BASIS OF JURISDICTION (Face are "X" in One floor Cody)  11. US Government  12. US Government  13. Federal Question  14. Diversity  15. Government  16. US Government  17. To Diversity  18. Convenience  19. Landing of the convertigation of the convertig	United States Golf Asso	ociation, Inc.	Various JOHN a	and JANE DOES	
B. BASIS OF JURISDICTION   (Pace on "X" in One Bax Coby)		' <del>'</del>	NOTE: IN LANG	(IN U.S. PLAINTIFF CASES) CONDEMNATION CASES, US	ONLY)
2 U.S. Government   2 J. Fockeria Question   (U.S. Government Nat u Party)   Citizen of This Sale   Pt   Diff   Compression of Prendical Prendic	(c) Attorney's (Firm Name See Attachment	:, Address, and Telephone Number)	Attorneys (If Known) Unknown	8 CV 0981	L JM JMA
10   U.S. Government   Planniff   Planniff   Planniff   U.S. Governmen Not a Parry)   Citizen of This Salts	II. BASIS OF JURISI	DICTION (Place an "X" in One Box Only)			
Defendant   Citizen or Subject of a   3   3   3   5 origin Nation   6   3		•	) PT	TF DEF	rincipal Place
V. NATURE OF SUIT   Clines an XX in One Bio Only		•	Citizen or Subject of a	of Business In A	Another State
19   19   Insurance   PRESONAL INJURY   PRESONAL SURY   19   19   19   19   19   19   19   1	IV. NATURE OF SUI	T (Place an "X" in One Box Only)	Foreign Country		
319 Admine Accommonations   310 Arjunane   310 Arjunane   313 Arjunane   313 Arjunane   314 Arjunane   315 Arjunane   315 Arjunane   315 Arjunane   315 Arjunane   315 Arjunane   325 Personal Injury   325 Assault, Liela & Slauler   325 Personal Injury   326 Arbeiton Personal   325 Assault, Liela & Slauler   325 Personal Injury   326 Arbeiton Personal   325 Assault, Liela & Slauler   326 Personal Injury   326 Arbeiton Personal   325 Montre Act and   325 Montre Ac			FORFEITURE/PENALTY	BANKRUPTCY	THE COTHER STATUTES
VI. CAUSE OF ACTION    Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity):    VI. CAUSE OF ACTION   Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity):    VI. REQUESTED IN COMPLAINT:   Check IF THIS IS A CLASS ACTION UNDER F.R.C.P. 23   JURY DEMAND:   Yes IN NO   VIII. RELATED CASE(S)   IF ANY   Significant of the property of	□ 120 Marine □ 130 Miller Act □ 140 Negotiable Instrument □ 150 Recovery of Overpayment & Enforcement of Judgment □ 151 Medicare Act □ 152 Recovery of Defaulted Student Loans (Excl. Veterans) □ 153 Recovery of Overpayment of Veteran's Benefits □ 160 Stockholders' Suits □ 190 Other Contract □ 195 Contract Product Liability □ 196 Franchise □ 210 Land Condemnation □ 220 Foreclosure □ 230 Rent Lease & Ejectment □ 240 Torts to Land □ 245 Tort Product Liability	□ 310 Airplane □ 362 Personal Injury Med. Malpractic Slander □ 365 Personal Injury Product Liability □ 368 Asbestos Personal Injury Product Liability □ 340 Marine □ 345 Marine Product Liability □ 345 Marine Product Liability □ 370 Other Fraud □ 380 Other Personal □ 385 Motor Vehicle □ 380 Other Personal □ 385 Property Damage □ 360 Other Personal □ 385 Property Damage □	620 Other Food & Drug   625 Drug Related Seizure   625 Drug Related Seizure   630 Liquor Laws   640 R.R. & Truck   650 Airline Regs.   660 Occupational   Safety/Health   690 Other   710 Fair Labor Standards   720 Labor/Mgmt. Relations   730 Labor/Mgmt. Reporting   8 Disclosure Act   740 Railway Labor Act   790 Other Labor Litigation   791 Empl. Ret. Inc.   Security Act   462 Naturalization Application   463 Haheas Corpus   Alien Detainee   465 Other Immigration	□ 423 Withdrawal 28 USC 157  ■ PROPERTY RIGHTS ■ 820 Copyrights ■ 830 Patent ■ 840 Trademark  ■ 861 HIA (1395ff) ■ 862 Black Lung (923) ■ 863 DIWC/DIWW (405(g)) ■ 864 SSID Title XVI ■ 865 RSI (405(g)) ■ FEDERAL TAX SUITS ■ 70 Taxes (U.S. Plaintiff or Defendant) ■ 871 IRS—Third Party	□ 410 Antitrust □ 430 Banks and Banking □ 450 Commerce □ 460 Deportation □ 470 Racketeer Influenced and Corrupt Organizations □ 480 Consumer Credit □ 490 Cable/Sat TV □ 810 Selective Service □ 850 Securities/Commodities/ Exchange □ 875 Customer Challenge □ 12 USC 3410 □ 890 Other Statutory Actions □ 891 Agricultural Acts □ 892 Economic Stabilization Act □ 893 Environmental Matters □ 894 Energy Allocation Act □ 895 Freedom of Information Act □ 900Appeal of Fee Determination Under Equal Access to Justice □ 950 Constitutionality of State Statutes
VII. REQUESTED IN COMPLAINT: UNDER F.R.C.P. 23 UNDGE USE instructions): JUDGE USE ONLY  COMPLAINT: UNDER F.R.C.P. 23 UNDGE USE ONLY  DEMAND S CHECK YES only if demanded in complaint: JURY DEMAND: Yes IN NO  CHECK YES only if demanded in complaint: JURY DEMAND: Yes IN NO  CHECK YES only if demanded in complaint: JURY DEMAND: Yes IN NO  CHECK YES only if demanded in complaint: JURY DEMAND: Yes IN NO  CHECK YES only if demanded in complaint: JURY DEMAND: Yes IN NO  VIII. RELATED CASE(S)  IF ANY  DOCKET NUMBER  DOCKET NUMBER	Val Original □ 2 R	emoved from 3 Remanded from tate Court Appellate Court	Reopened anothe	er district Litigation	riet
VII. REQUESTED IN CHECK IF THIS IS A CLASS ACTION DEMAND \$ CHECK YES only if demanded in complaint:  COMPLAINT: UNDER F.R.C.P. 23  VIII. RELATED CASE(S) IF ANY  DATE  DOCKET NUMBER  SIGNATURE OF TEMPRISOF REFORD  06/02/2008  FOR OFFICE USE ONLY	VI CAUSE OF ACT		are filing (Do not cite jurisdictions 5	u statutes unless diversity):	
COMPLAINT: UNDER F.R.C.P. 23  VIII. RELATED CASE(S) IF ANY  DATE  06/02/2008  FOR OFFICE USE ONLY  UNDER F.R.C.P. 23  JURY DEMAND: 1 Yes 7 No  DOCKET NUMBER  DOCKET NUMBER	VI. CAUSE OF ACTI	Brief description of cause:	ed goods		
DATE SIGNATURE OF THE RINN OF REFORD  06/02/2008  FOR OFFICE USE ONLY	~		N DEMAND \$		<b>_</b>
06/02/2008  FOR OFFICE USE ONLY	IF ANY	(See instructions): JUDGE		DOCKET NUMBER	
		SIGNATURE OF A	(). Whome		
RECEIPT # 1990 AMOUNT 7 500 APPLYING IFP JUDGE MAG. JUDGE		1000			
	RECEIPT # 151467	APPLYING IFP	JUDGE	MAG. JU	DGE

### Civil Cover Sheet Attachment

### Attorneys representing Plaintiff:

Douglas M. Butz, Esq. (SBN 060722) dmbutz@butzdunn.com Jocelyn D. Hannah, Esq. (SBN 224666) jhannah@butzdunn.com David D. Cardone, Esq. (SBN 254954) dcardone@butzdunn.com BUTZ DUNN & DESANTIS A PROFESSIONAL CORPORATION Attorneys At Law 101 West Broadway, Suite 1700 San Diego, California 92101-8289 (619) 233-4777 / Facsimile (619) 231-0341

and

BARRY L. COHEN, ESQ. bcohen@thorpreed.com JERRI A. RYAN, ESQ. (SBN 201814) jryan@thorpreed.com THORP REED & ARMSTRONG, LLP 2005 Market Street, Suite 1910 Philadelphia, Pennsylvania 19103 (215) 640-8500 / Facsimile (215) 640-8501

### UNITED STATES DISTRICT COURT

SOUTHERN DISTRICT OF CALIFORNIA SAN DIEGO DIVISION

### # 151467 - TC

June 02, 2008 16:20:45

### Civ Fil Non-Pris

USAO #.: 08CV0981

Judge..: JEFFREY T MILLER

Amount.:

\$350.00 CK

Check#.: BC49621

### Pro Hac Vice

USAO #.: BARRY L. COHEN, ESQUIRE

Amount.:

\$180.00 CK

Check#.: BC49621

Total-> \$530.00

FROM: US GOLF VS.

VARIOUS JOHN & JANE DOES